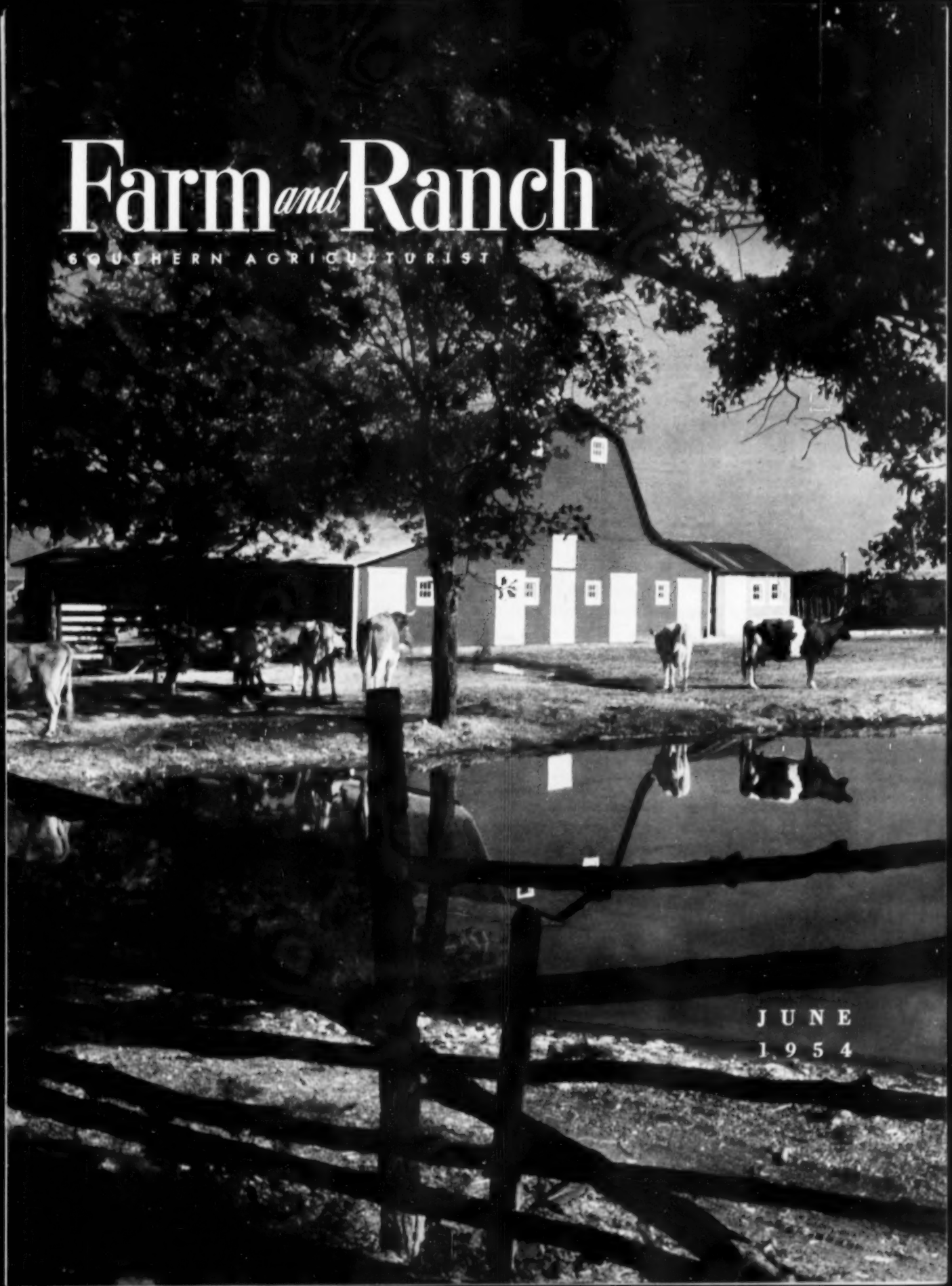
Farm and Ranch

SOUTHERN AGRICULTURIST



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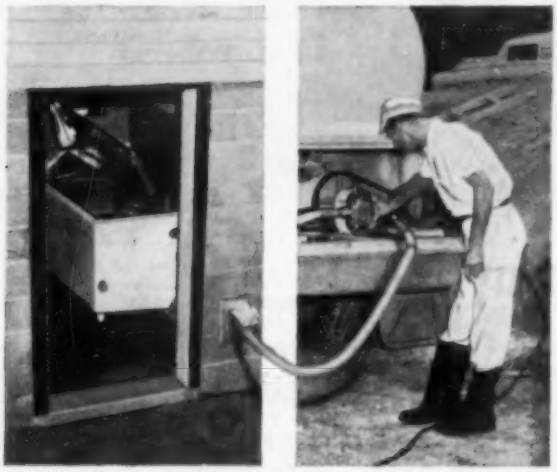
—*says* MR. JACOB TANIS, owner of Ideal Guernsey Farms, Augusta, New Jersey, shown here with Ideal's Beacon's NINA—holder of the highest butterfat record in the Guernsey breed.



Milk from the purebred Guernsey cows goes into modern coolers and is picked up by Ideal's 3000-gal. tank trucks for transporting to their own plants that process over 80,000 bottles of milk per day.

In 1910, the Tanis family dairy operation was a patch of ground with a small barn and one wagon for "after hours" milk delivery. Today, Ideal Guernsey Farms consists of a 4400-acre farm with the world's largest herd of registered Guernsey cattle, some 200 units of motorized farm and delivery equipment, and a group of modern milk processing plants serving a large New Jersey area.

As gratifying as this success must be, Jacob Tanis takes far greater pride in the fact that his three sons have so capably taken over supervision of the various phases of the business. Jacob, Jr., manages the farms; Dr. John, a veterinarian, is in charge of milk production; and William is supervisor of the creameries—all doing top-flight jobs.

Equipment for hauling milk has to follow a rigid schedule every day of the year. Champions help keep these trucks rolling.

Heavy-duty trucks equipped with 15-ft. spreader units deliver an even spread of fertilizers to the farm's rolling land.

Ideal's Guernsey herd varies from 1500 to 1700 purebred animals, among them many of the breed's top producers. Ideal is one of very few large dairy farms still hand-milking for closest possible scrutiny of both the cows and the quality of the milk production.

Jacob Tanis, Jr., farm manager says—"Our equipment includes 23 tractors, 28 farm trucks, some 125 delivery vehicles plus hay loaders, combines, trenchers, etc. That adds up to a lot of spark plugs in a year's time. It pays us to be right, and in our opinion the right spark plugs are Champions—for best performance in any make of engine."

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

This Champion-equipped ½ yd. shovel and trencher sees plenty of service in Ideal's conservation program.

Champion Spark Plugs are used for quick starting of the diesel Cats shown here clearing land for additional pasture.

GOOD EQUIPMENT DESERVES—

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CHAMPION

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PERFORMANCE—ECONOMY—SERVICE!

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Whether your farm spraying jobs call for high-pressure, low-capacity spray or low-pressure, high-capacity applications, the new Myers Do-All PTO pumps will give you better spray coverage.

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Used with the Myers Mighty Mite or with tractor-mounted booms, the 6-GPM two-cylinder version of the new pump is ideal for low-pressure weed spraying. The same pump will develop 300-pounds pressure, enough for good insecticide penetration when you go after livestock pests with a Myers cattle-spraying gun.

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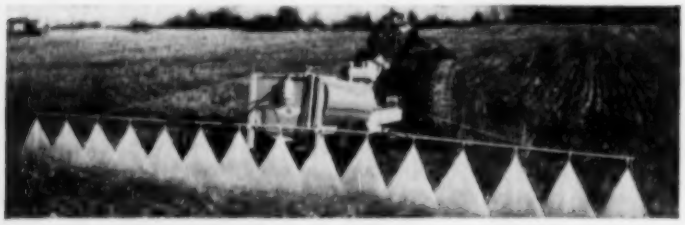

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FARM AND RANCH

SOUTHWEST EDITION

Texas, Oklahoma, New Mexico

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June 1954

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Use AUREOMYCIN SOLUBLE to treat chickens with air sac infection or chronic respiratory disease (C.R.D.) and blue comb—and turkeys with sinusitis mud fever and hexamitiasis. Use it to treat enteritis and bacterial pneumonia in pigs—scours in calves! AUREOMYCIN SOLUBLE works wonders in treating all these diseases!

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3. *HELP* your animals and birds with AUREOMYCIN SOLUBLE when they're under stress from vaccination, moving or other changes in management.

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AMERICAN Cyanamid COMPANY
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Soda serves more ways than any other household product

You'll find baking soda (bicarbonate of soda) saves you time, work and money more than 101 ways! Keep a package in your medicine cabinet as first aid in family emergencies. Keep a package handy in the kitchen for dozens of cleaning chores.

Clean and SWEETEN your refrigerator—in ½ the time. No scrubbing, no scouring! Pure baking soda emulsifies greasy film. With a wipe of your cloth, film disappears and so do *musty, sour food odors* that adhere to enamel.

Clean silver easily, economically. Cover bottom of large enameled pan with aluminum foil or old aluminum cover. Add 1 tsp. baking soda (bicarbonate of soda) to each qt. water, bring to boil. Immerse silver so it touches aluminum. Tarnish disappears *in no time!* (Silver with an oxidized pattern or butler finish, should not be cleaned this way.)

For a better cup of coffee. Filmy coffee oils that impair good coffee flavor are *quickly removed* from glass coffeemakers with baking soda. Once a week, wash coffeemaker in soda solution (3 tbs. to qt. water) for a few minutes.

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The same pure soda you know is safe *in* foods, you know is safe *with* foods.

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for ***Free Booklet*** on the many uses of soda to Church & Dwight Co., Inc., 70 Pine Street, New York 5, New York.

LETTERS

Dear Sir: . . . I think you are a damned fool. To try to sell a publication to a group of people and editorially beat their brains out is beyond my comprehension. When you get your party to stop sopping up the gravy for themselves—or even when they stop appealing to labor by recommending an increase of the minimum wage, maybe a farmer will listen to you. Are you a farmer? Don't you address your editorials to your advertisers? Cancel my subscription.

D. J. Zimmerman
Morristown, Tenn.

Sirs: . . . Your editorials are insults to the farm people's intelligence. It is also bad taste for a publisher to talk against the best interest of the people that he pretends to be trying to serve.

Adrian W. Smith
Livia, Ky.

Charge It to Our Grandchildren

Dear Sir: My income is six times what it was in 1937-1940, so if a dollar is just worth 52 cents, I am still three times better off than I was then. In this locality in the 1936-1940 period common laborers were getting 20 cents an hour compared to 80 cents to $1.20 an hour now, office workers $12.00 to $15.00 per week compared to $40.00 to $80.00 per week now. Of course, the only catch is that since the present administration has taken over and started taking from the two-thirds (the working people and the farmers) and giving to the other one-third (big business interests) things are beginning to tighten up for the two-thirds; however, those that were fooled the last election, since they're beginning to have their salaries cut and beginning to get laid off from their jobs, are seeing the light and are ready to win the election the right way when it comes time to vote again.

I am looking forward very much to seeing this letter, along with your "brilliant comments" in print.

W. H. Webb
Lexington, Ky.

Reader Webb may indeed be "three times better off." Anybody, or any nation, can be momentarily three times better off if they can find a Santa Claus who'll put up plenty of "furnish" and charge it to the grandchildren.—T. J. A.

Sirs: . . . Exactly what is a "yellow-dog Democrat"?

A Georgia Cracker
Columbus, Ga.

Merely a Democrat who would rather vote for a yellow dog than a Republican.—T. J. A.

Sirs: Those unfortunate acrimonious letters in April FARM AND RANCH only betray selfish, ignorant prejudice . . . also show the courage of an editor to speak the truth. Oklahoma Governor stated recently, every honest executive or legislator makes enemies and friends with every positive act.

David J. Edwards
Calvin, Okla.

Both Sides of the Question

Dear Sirs: For a long time I have been reading letters to the editors in newspapers and magazines and wishing I could "talk back" to the writers.

What a pleasant surprise it was to find FARM AND RANCH editors doing it for me! And doing it so much better than I could have done it.

Why should anybody want to cancel a subscription? Only by reading both sides of a question can we be informed.

Mrs. R. R. Crawford
Paradise, Texas

Bouquets From a Neighbor

Gentlemen: As a subscriber of FARM AND RANCH, I am deeply disappointed that the position of the state of Missouri, south of the Missouri River, is not annexed to the trade area served by your magazine. Why withhold from these rural people one of the best-edited farm papers in America? Where can you find such columns as Mr. Neel's "Farm Philosophy," Dr. Carruthers' "Country Church," Dr. Metcalfe's "Country Doctor," the comic, "Saturday Down South," Dr. Brown's "Veterinarian," "Straight Talk," and other informative and timely articles? Your contribution to Rural America should be enjoyed by people everywhere.

In closing, may I wish for you success in your great endeavor.

Walter C. Bruss
Rolla, Mo.

Shocking Exposure

Gentlemen: We like FARM AND RANCH very much . . . a wonderful magazine. We have taken it for many years—seems better each year—only it seems you disregard the spiritual side. Please look it over and ask yourself if that picture is fit to send out to homes where boys and girls are growing up to become the heads of homes of tomorrow. Is it possible that you think more of money than you think of the souls of our boys and girls? . . . Seems to me that the women on your staff would rise up in rebellion against such ungodly pictures.

We had a good opinion of all you people until we looked at this back page; now we wonder what your heart looks like to the God that you will some day meet.

J. C. Dean
Elk City, Okla.

Reader Dean refers to an advertisement showing a woman ice skater in abbreviated costume, which was less revealing than thousands of advertisements which appear in newspapers, magazines, and television throughout the U. S.—T. J. A.

No Help Wanted

Sirs: Reading past subscribers A. A. Armstrong's and O. W. Noblitt's letters reminds me of a hog eating acorns—they don't realize where they come from—or a nest of young birds just opening their mouths and swallowing everything that's given them. Roosevelt and Truman didn't give anybody anything. They taxed those that would work and try to save something and gave it to those that never tried to save anything. I am a Democrat, but thank God I am not a Trumancrat. He is no more a Democrat than Stalin was.

Bettie Roberts
Tallapoosa, Ga.

Sirs: It's easy to see why A. A. Armstrong of Knoxville, Tenn., is a New Dealer. He is too old to pay his part of the debt they piled on up. He is probably drawing a pension . . . I am a small cattleman, run 100 cows, and I do not want any part in price support on my cattle. I'll run my own business.

I never drew a dollar on the WPA and I didn't starve either.

If these boys want the government to support them, why don't they go to Russia where the government runs things? . . .

Robert Baird
Woodward, Okla.

New life for farm engines

AC OIL FILTERS

Keep your engines full of life — smooth and responsive, powerful and economical! It *can* be done — and the key factor is just this simple — change your oil filters regularly, and be sure you use a genuine AC Oil Filter each time you change.

Here are some of the benefits you get when you protect your engines with AC Oil Filters. The clean oil you buy is *kept clean.* Every tiny particle of dirt, grit, metal is filtered out — *trapped* so it cannot circulate and injure the smooth, close-fitting parts that make a modern engine so efficient. Full, clean-oil lubrication is furnished *all* the time, not just when oil is freshly changed. Install a new AC Oil Filter at factory-recommended intervals.

WINGED performance for your car

AC SPARK PLUGS

These famous Spark Plugs in car, truck or tractor bring you the power-boosting, gas-saving advantages of AC self-cleaning patented insulation material.

HEART of your car's performance

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Every gallon of gasoline you use must be fed by your fuel pump to your engine's carburetor. When a fuel pump is several seasons old it is wise to replace with a new AC *before* normal wear becomes serious.

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GM

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Mightiest concentration of gas-saving power

per cubic inch...ever built into any truck engine line!

Only NEW FORD TRUCKS for '54 give you Gas-Saving, Low-Friction, High-Compression, Overhead-Valve, Deep-Block engines in all models! Power increased up to 23%! Friction reduced as much as 33%.

Concentrated power is gas-saving power! Why? Because the smaller the engine, the less gas it usually uses. Ford's new truck engines develop as much power as other engines *much larger* in size! How? With new high compression and overhead valves, they *burn gas better*. With new short-stroke design they *lose less power to engine friction*. And with new deep-block design increasing structural strength, Ford engines *run smoother*.

For more details, see your Ford Dealer, or write: Ford Division, Ford Motor Company, Dept. T-70, Box 658, Dearborn, Michigan.

NEW ULTRA-MODERN, HIGH-COMPRESSION POWER IN EVERY MODEL! You get the concentrated power of an ultra-modern Ford engine in over 220 truck models, from the smallest Pickup to the 60,000 lb. G.C.W. BIG JOBS. Only Ford offers a complete line of LOW-FRICTION, High-Compression, Overhead-Valve, Deep-Block engines.

POWER CONCENTRATION IN FIVE FORD TRUCK ENGINES

	Horsepower	Cubic Inch Displacement	Horsepower per cu. in.
Cost Clipper Six	115	223	0.515
Power King V-8	130	239	0.544
Power King V-8	138	256	0.539
Cargo King V-8	152	279	0.545
Cargo King V-8	170	317	0.536

NOW! More POWER PER CUBIC INCH! Only Ford develops over 0.50 horsepower per cubic inch in *every* engine. The 239-cu. in. Power King V-8 for instance, develops 130 h.p. from up to 43 cubic inches less than other-make engines.

1. NEW LOW-FRICTION ENGINES are built to give you *direct* savings in terms of lower gas, oil and maintenance costs. And just as important are *indirect* savings, like time saved by the extra power that helps get jobs done fast on the road or in tough farm going.

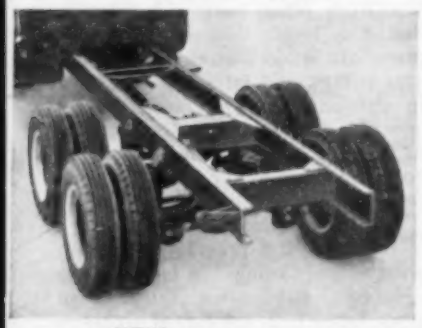
2. NEW 3-MAN DRIVERIZED CABS plus new driving controls like Power Steering, Power Brakes and Fordomatic Drive, save money by helping make driving safer and easier. Cabs have exclusive Ford seat shock snubbers. New woven plastic seat upholstery "breathes" like cloth. Big, curved one-piece windshield for visibility unlimited.

Sweetest handling trucks on the road. Ford BIG JOBS offer new Power Steering, new Driverized Cabs, many other features to help make truck driving easier.

NEW POWER STEERING cuts steering effort as much as 75%. Ford *Master-Guide* Power Steering is *standard* on Series T-800 and is optional at extra cost on most other BIG JOBS.

NEW VACUUM BOOSTED POWER BRAKES now available on Ford half-tonners make stopping up to one-fourth easier.* Pressure needed to stop truck won't break ordinary light bulb.

NEW FORDOMATIC DRIVE in all light-duty Series. Fully automatic! No clutching! Ideal for off-road work: no engine-stalling at low wheel speeds.*



3. NEW GREATER CAPACITY! New factory-built 6-wheelers up to 60,000 lbs. G.C.W. Two new Cab Forward BIG JOBS. Each of over 220 Ford models has low curb weight, top payload.

*Available at worth-while extra cost.

New 6½-ft. Ford Pickup now offers vacuum boosted Power Brakes and Fordomatic Drive at slight extra cost.

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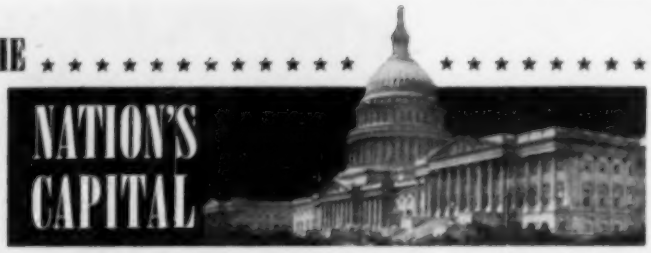

By WAYNE DARROW

Three Looks at Price Supports

IN EXTENDING present price supports another year, Congress settles nothing. It simply puts off the day of reckoning.

Secretary Benson's attacks on high, rigid price supports are clearing the ground for later changes. These probably won't bring what he advocates, but neither will old supports be retained in present form.

Something different is coming. It's coming for three reasons: Because present supports will likely break down if heavy surpluses continue; because producers getting no price supports will eventually force equal treatment; and because more farm leaders than at any time since the war see need for a change.

Warring price support camps agree on the basic situation of agriculture. *Looking ahead,* they see eye to eye on many of the main farm problems. They agree that agriculture is in a **postwar adjustment period** that **will last several more years**—that farm prices and net income are bound to be low compared to 1942-51. They also agree that production capacity greater than market outlets means continued decline of farm income unless something is done. And there's where the fight starts. What should be done, and who should do it—the government? The farmer? Both?

Farm Bloc View

The nation has a major share of the responsibility in keeping farm income high, say Farm Bloc leaders and others who advocate high supports. The highlights of this view are: 1. Surpluses are the result of defense efforts, made at request of the government. 2. It is impossible for 5 million farmers acting separately to adjust production to markets. 3. Costs of modern farming are so high and inflexible that cutting costs of production can't offset price declines. 4. The farmer is at a disadvantage because of competitive markets and "sticky" costs. 5. The cities can't stay prosperous if farm buying power is low.

What the government should do:

1. Provide high price supports on key products like cotton, wheat, and corn for which defense production was asked. 2. Provide production control machinery to prevent more surplus. 3. Protect prices of any farm commodity in distress. 4. Enlarge markets by relief food distribution.

The Benson View

The individual farmer should accept the main responsibility, says Secretary Benson. Many agree with him. Here are the highlights of this view: 1. Surpluses are the result of too-high price supports. 2. The farmer must fit his production to available markets. 3. He must produce more cheaply by improving efficiency.

What Government should do:

1. Set up graduated price supports to encourage shifts in production. 2. Have price supports only high enough to avert disaster. 3. Provide research and education to improve efficiency. 4. Find new markets.

Middle Ground

Favorable farm income is the joint responsibility of the farmer and the nation. Highlights of this view: 1. Soil resources and food supply come first in a nation, making farm welfare of national concern. 2. Agriculture differs from other basic industries in that it is highly decentralized; farm prices are subject to violent year-to-year swings; and farm costs are slow in changing. 3. The farmer is responsible for his own welfare insofar as it is due to his actions. Where income is injured by the economy, some responsibility is national.

What Government should do:

1. Establish a program to prevent wide annual "swings" in farm income—income stabilization rather than price support. 2. Encourage programs to increase consumption rather than production controls. 3. Build a strong soil conservation program.

It's a dogfight now between advocates of the first two of these views. And while there is much over-lapping, little compromise is in prospect.

FARM Philosophy

By L. R. NEEL

IT IS about time that we get smart enough to realize that the man who occupies the White House does not have a lot of influence in making good or bad times in this country. He, with the aid of the Congress, can do some things to help alleviate hard times and in a like manner he and the Congress can do things that will handicap business activities. Back in the depression that started with the financial crash of 1929, President Hoover initiated some aid for weak businesses and an employment program. These helped some. These aids were greatly increased under President Roosevelt during the thirties, and they helped more. But unemployment remained very high clear through the thirties. It took World War II to get business going full scale.

Moves made by the present administration the past winter have been a stimulus to business that has helped in this perfectly normal time for a recession. But it is American ingenuity and industry as expressed by business, labor, and agriculture that will have to make the thing work. And the indications at this writing are that the volume and value of wealth created in 1954 will be one of the largest—even if somewhat below last year. Also, it likely will be a year of high employment, although the number of unemployed may be greater than any year since 1949. Of course, the part that the defense program plays in keeping up employment should not be left out. Wars and the preparation for defense tend to greatly increase employment, hold prices up and increase the national income.

Whose Hard Times? As a small boy, I heard President Cleveland blamed for the hard times of the nineties, and he was blamed by the people who helped to elect him. Again in the late summer and the fall of 1914 I heard the cry of "Democrat hard times." This was the lull that followed the opening of World War I when shipping was temporarily disturbed. All of us have heard plenty about the "Hoover days." Those dreary days will again be talked about during the Congressional campaigns this fall. A lot of men will be running against Hoover in November. Yet, Mr. Hoover most certainly did not breed the 1929 financial collapse.

TWIN DRAULIC'S Wire Winder . . .

takes the danger and the work out of winding or unwinding wire. Controlled from the tractor, unit rolls wire evenly on spool. Whether you're putting up or taking down a fence, this looks like the easy way to do it.

New Sinclair POWER-X Gasoline . . .

hits a new high in knock-free power. Try a tankful in your tractor, truck or car and get plenty of *extra* power when you need it. Important, too, POWER-X contains Sinclair's amazing rust inhibitor, RD-119®, to protect your equipment against fuel system rust. Discover, today, the powerful difference in POWER-X. Phone your local Sinclair Representative or fill up at your Sinclair Dealer's station.

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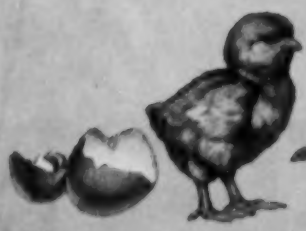
NEW FEEDING METHOD

gives your poultry internal sanitation



Continuous "HIGH LEVEL" feeding of

This is the *new* approach to profitable poultry raising — tested and *proved* under experimental and practical farm conditions. It's a *preventive* program that helps you profit by knocking out DISEASE — the one big item that bites most sharply into poultry income!

Do this: ***Start every new flock of chicks and turkey poults on feeds containing HIGH LEVELS of AUREOMYCIN Chlortetracycline and keep it up continuously!***

AUREOMYCIN pays off against disease!

For more than 2 years, poultrymen have seen the remarkable results obtained when feeds containing HIGH LEVELS of AUREOMYCIN — 50 to 200 grams per ton — were fed to sick flocks.

They've seen CRD, air sac, and sinusitis stopped in their tracks . . . blue comb and nonspecific enteritis controlled . . . mortality sharply reduced . . . birds brought back to health . . . growth, production and feed conversion improved . . . thousands of dollars in poultry profits saved!

No other treatment has equalled the wide-range effectiveness of AUREOMYCIN in controlling these diseases. No other antibiotic equals AUREOMYCIN in its ability to knock out MORE disease-producing germs! And it does this without harmful effect on poultry.

Continuous HIGH LEVEL feeding is profitable!

So rewarding were the results of HIGH LEVEL "spot" feeding of AUREOMYCIN — it led poultrymen to ask these questions:

"Why *wait* until disease has caused weight losses, poor egg production, feed waste, culls and dead birds? Why not feed AUREOMYCIN continuously at HIGH LEVELS and *prevent* these losses? Wouldn't such a preventive program actually be more profitable in the long run?"

To find the answers, many poultrymen started to feed AUREOMYCIN at HIGH LEVELS *continuously*. They compared feeding costs and profits of this new program with their former program. Once again, the results were eye-openers! More birds saved! Heavier, top-quality meat birds! More eggs to sell . . . premiums for extra hatchability! Better feed conversion! And PROFITS . . . *several times higher!*

AUREOMYCIN gives *internal sanitation!*

The reason for these better profit features is this: AUREOMYCIN, fed continuously at HIGH LEVELS,

Stops losses from CRD·AIR SAC·SINUSITIS

"HEADS OFF" DISEASE!

. . . brings you bigger profits!

AUREOMYCIN*

CHLORTETRACYCLINE

actually gives you a form of sanitation you couldn't otherwise get at *any* cost!

When chickens and turkeys are fed AUREOMYCIN at HIGH LEVELS *continuously* . . . they're *constantly getting internal sanitation.* They are able to fight and win the constant battle against disease germs! They live and grow in better health!

Recommended levels of AUREOMYCIN

The HIGH LEVEL of AUREOMYCIN recommended for *continuous* feeding in this *preventive* program is 50 grams per ton. Scores of flock tests have shown this level to be effective and profitable in most cases.

However, if disease conditions are more serious in your area, *higher* levels of AUREOMYCIN should be used *continuously.* When critical outbreaks occur, feeds containing as high as 200 grams of AUREOMYCIN should be fed until disease is under control.

Talk to your feed dealer who will advise you on the program that best suits your needs.

Make this test . . . let your flocks show you!

Begin making this new feeding method pay off for you! Start your next flock of chicks or poults on feeds containing the HIGH LEVEL of AUREOMYCIN recommended by your dealer. Feed continuously throughout birds' lives. Keep records.

Then COMPARE! Compare number of birds saved, weight gains, egg production, feed efficiency and profits with previous flocks. See what you gain! You'll know that a new, profitable method of feeding is here!

Get the full story!

When you talk to your dealer about this new preventive program, ask him for our booklet showing facts and figures on the economy of HIGH LEVEL feeding of AUREOMYCIN.

*Trade-Mark

Fine Chemicals

AMERICAN Cyanamid COMPANY

Fine Chemicals Division

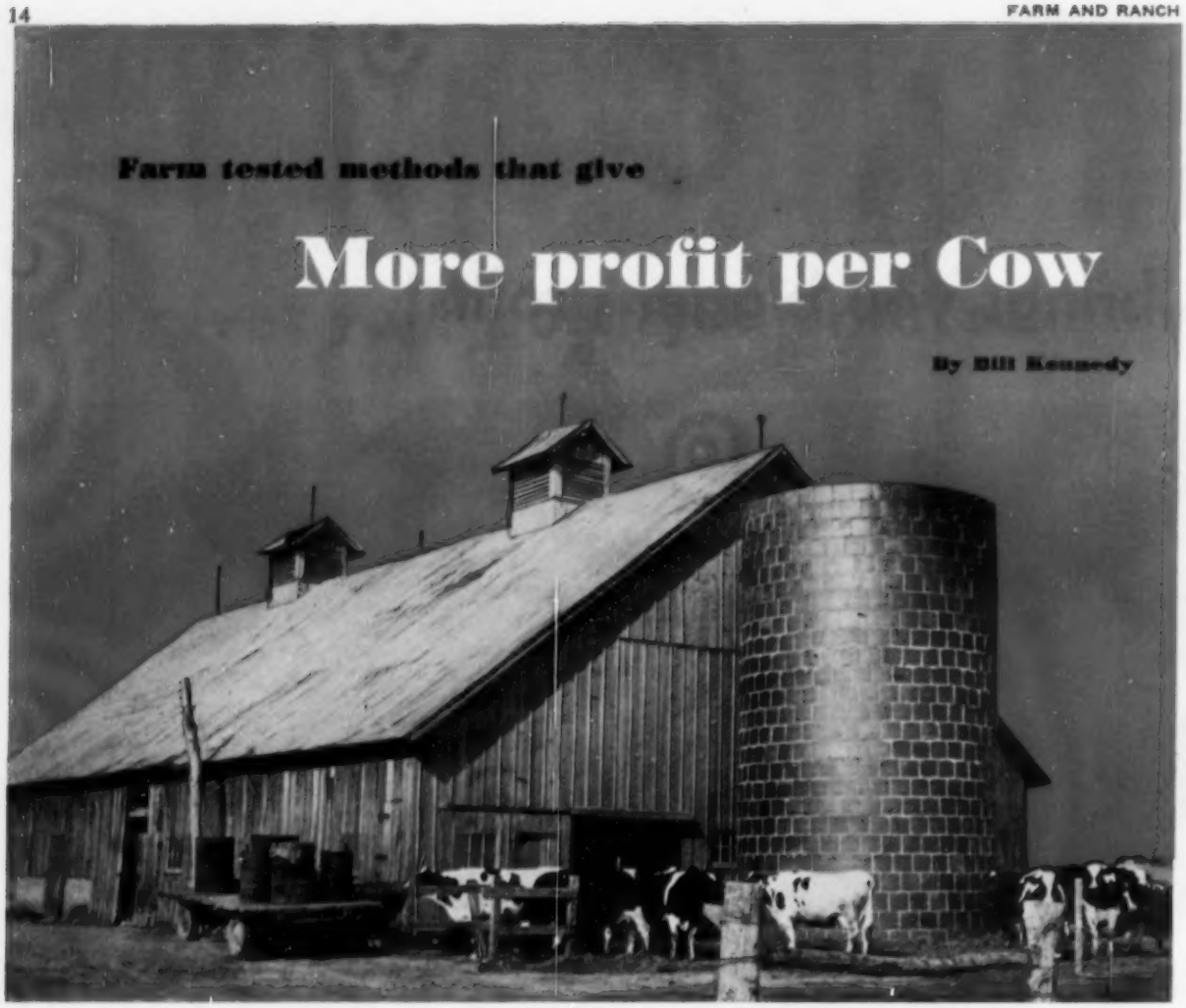
30 Rockefeller Plaza New York 20, N. Y.

BLUE COMB · NONSPECIFIC ENTERITIS

Farm tested methods that give

More profit per Cow

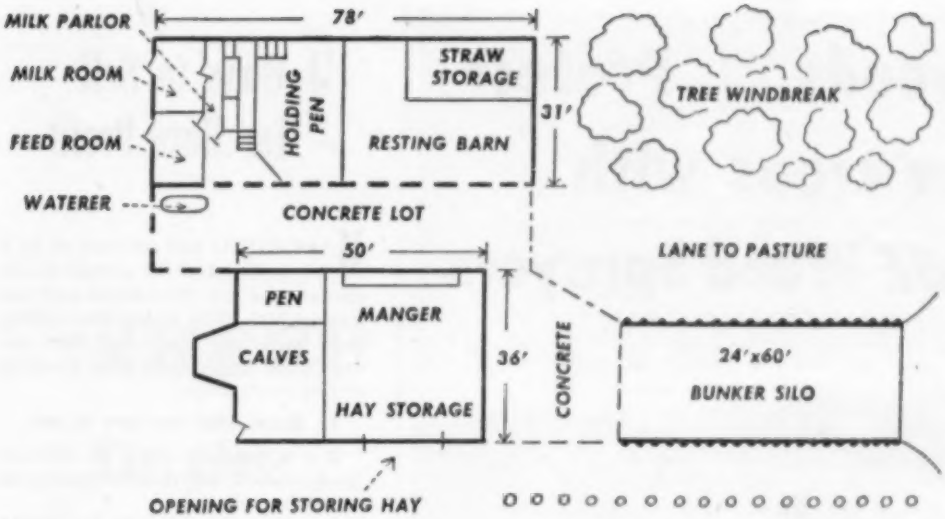
By Bill Kennedy



Convert old barns. Structures like this one on the C. R. Alexander farm were made convenient. For $1,000 Alex added milk parlor and milk room, rearranged resting and feeding areas, and saved $3,000 a year labor cost. Alone, he milks more cows easier.

Build up bedding. Throwing out a little straw in resting and holding areas is easier than cleaning often. Straw is stored in corner of pen; new bedding is added as needed. Open pens stay clean with once-a-year cleaning with a tractor.

Pipeline to cooler. All dairymen use pipeline milking, save time and lifting. Here, Vic Fansler shows how milk comes from parlor straight to cans already in cooler. Hot water is plentiful in this milk room with a 12-gallon, $65 heater.



Dairy arrangement—is all-important to economical use of time and labor. In planning Vic Fansler's plant (left), emphasis was placed on features like water and feed convenience for cows, concrete lots for easy keeping, weather protection for open pens, and work unit convenience in the barn. Investment of $6,000 gave Fansler capacity for handling 40 cows.

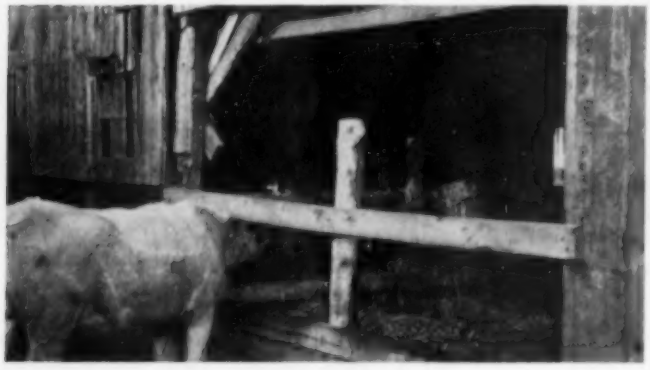
LABOR expense and investment dollars are the roadblocks that most often head you off on the way to higher profits in dairying. A three-year study on nine small farms in the St. Louis milkshed area has uncovered some neat tricks for tearing down these blockades. Reports just released tell how dairymen got *greater labor efficiency* with a *minimum cash outlay* while at the same time maintaining *high milk quality*.

The farm research project, supervised by USDA in cooperation with Doane Agricultural Service and two land grant college experiment stations, enabled farmers to cut both labor per cow and investment per cow to *less than half* the average for the region. New buildings and equipment were added step by step as needed, but wherever possible, old buildings were converted for more convenient use. Cost was carefully watched.

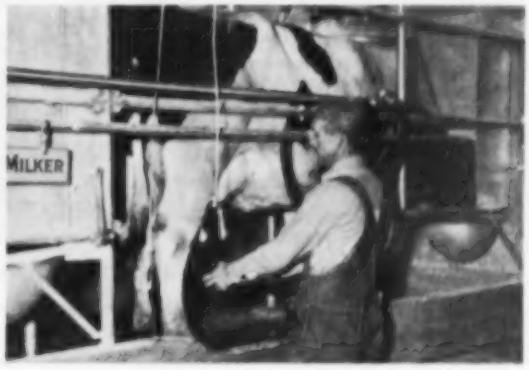
Dairymen strived to keep bacteria counts low, and milk quality was held at high standard. They proved *this can be done* without some of the buildings required for Grade A production in most areas. Milk parlor and pipeline delivery to milk room are used at each dairy. But to avoid heavy cash outlay at a given time, development went through five progressive stages. Some farmers started with wooden stalls on dirt floors—added elevated stalls later (pipelines kept milk clean).

Many hours of work were saved in the handling of feed alone, with ground level hay storage and bunker silos two valuable features. One farmer built a 200-ton capacity bunker for $710 (trench is even cheaper). All the dairymen learned to fill silos and feed them empty with little effort. For example, they found that using two dump trucks in filling can free three tractors, a blower and two heavy-duty wagons—and it is faster. Feeding is made automatic through "roller" stanchions on concrete floors.

Over the three-year period, labor per cow was reduced from 155 hours per year to less than 60 hours. Investment in buildings and equipment averaged less than $200. And some of the producers now milk up to *30 cows per hour*, singlehanded—what's more, they save hundreds of hours of work in the methods they use for storing and handling feeds. We visited the project area to see how it all came about, and on these pages you'll see how they solved many of their problems.



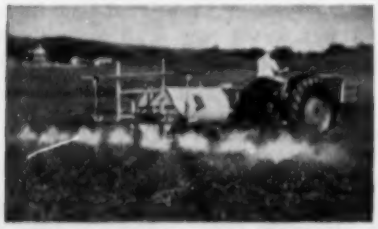
Ground level storage for hay and other feeds makes semi-automatic feeding possible. Loft was torn out of old barn and hay stacked on crib floor. Manger for self feeding was cut in wall. All new construction is single-floor for sake of building cost, work and time.



Elevated stalls at each farm help one man keep two machines busy—extra "prep" stall cuts time even more. Gate, stall door, and feed hopper controls are handy (ropes in picture).

Fight weeds . . . Protect your crops with *IRON AGE* Weed Sprayers

FARMERS who spray millions of acres of crops and grasslands with weed killers every year know the importance of weed control in assuring bigger, better crops. And . . . farmers who spray the *Iron Age Way* know that here's an economical, low pressure Weed Sprayer to protect crop profits.



IRON AGE TRAILER TYPE WEED SPRAYER features Oberdorfer pump at 30 to 60 psi and 34 ft. boom. Special 8-way selector valve permits use of any section, or any combination of sections, of boom from operator's seat.

Oliver Iron Age offers a complete line of sprayers, designed to operate under pressures of 30 to 250 lbs. psi, in tractor-mounted or tractor-trailer models to fit your needs. In addition to regular weed control work, you can quickly convert this versatile sprayer for low pressure row crop work, too, or for many spraying jobs in and around the barn—disinfecting, insect control. See your Oliver Iron Age Dealer now about the Weed Sprayer that makes weed control pay off for you.

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5 Ways to Sell for More Profit

MARKETING will continue to be a big profit factor for farmers in the summer and fall. Production costs are running high. This makes smart selling more important than ever. Here are five "do's" important to the handling of this year's crops:

1. Know what you have to sell.

If it is livestock, know the different grades and the difference in prices paid for each grade.

In selling cotton, use the free USDA cotton classification service to be sure about prices of different grades and staple lengths.

If your crop is a fruit or vegetable, know the USDA grade standards—and if selling in volume, have your products graded and inspected by USDA inspectors. Egg producers also need to know the grade and quality of their eggs.

2. Use official farm market reports.

Getting price quotations regularly is a must for profitable selling. The Market News Services, USDA, and various state farm agencies furnish reports of farm product sales on major markets throughout the country.

3. Sell to reputable markets.

Reputable market centers have sales outlets to major packing and processing plants and leading retail markets. This helps them give you a price in line with prices of major markets. You won't be "beat by the pound" at these markets.

4. Aim at top market seasons.

At certain seasons, farm commodities "glut" the markets, driving prices down.

For example, hog prices are usually up in the spring, and again in late summer. Egg prices are at their peak in the early fall and winter months. Prices of many fruits and vegetables are highest in early spring and late fall. Turkeys are in great demand at Thanksgiving and Christmas.

5. Develop new market outlets.

Many farmers have started delivery routes for marketing a limited amount of certain products each year. Surplus eggs, poultry, fruits, and vegetables may be profitably disposed of in this way. Another possibility is found in small, independent grocery stores, cafes, and hotels.—*Boyd Evans.*

SHEEP fit the small farm

By Bob Nichols

IF YOU like sheep and can provide the good management they require, you may find that wool and fall lambs can be major sources of income, especially with farm prices lower and crops restricted.

John Laughlin is an example of the general farmer who realizes a dependable, steady income from a small farm flock. He grows wheat as his main crop, along with some cotton and permanent pasture, on his 400-acre farm in Canadian County, Okla. Laughlin started producing wool and fall lambs with 100 "western" (fine-wool) ewes and three mutton-type rams in 1950. And his profit the first year more than repaid the cost of the sheep, which is not unusual.

Through good management, Laughlin's sheep return more profit from an acre than his cattle or crops. He expects to produce about 135 lambs—twin lambs are frequent—and 1,300 pounds of wool from 100 ewes, bringing an average of about $3,000 per year.

Winter wheat usually provides enough pasture to keep the ewes and lambs for several months. The greatest expense on the lambs is for hay and milo grain, creep fed in equal parts to finish out the lambs. Laughlin cuts feed costs by sowing about 6 acres of rye and a legume in the fall to provide early spring pasture and hay. The lambs are in top condition by early spring, when prices reach their peak.

After shearing the ewes and selling the lambs, Laughlin holds the ewes on native grass pasture, providing some cottonseed cake in late summer to bring them into top condition for lambing in October and November. The small amount of work the sheep require comes mostly during the winter when he has the time to give them proper attention. Breeding is done mainly in May and June.

Some mutton-type rams will not produce a full crop of fall lambs, but Laughlin's combination of fine wool ewes and Dorset rams always does. He plans his breeding program so that a large number of lambs will be ready to top the market at the same time. Buyers pay more per pound for a large group of lambs than for a few.

Since stomach worms are active only in warm weather, they seldom affect the fall lambs. The ewes are kept free of worms with a Phenothiazine drench two or three times each season. Sheep are penned at night to protect them from coyotes and other predators — a serious problem in many areas.

What about the future for lamb and wool prices? Long-time prospects are better for sheep than for other farm products, says Bob Noble of the Oklahoma A&M College Animal Husbandry Department. Sheep numbers in the United States have dropped one-third. And this country is using 26 percent more apparel wool than it is producing.

Many Southern farmers are learning that, with good management, a small sheep flock, such as the one shown above, can become a major source of income.

STOP WASTING FIREPLACE HEAT

build around

HEATFORM

The *Superior* Heat Circulating Fireplace Unit

- HEATFORM air chambers around the firebox and dome capture and circulate to the home a large volume of heat lost up the chimney by the old-fashioned fireplace.
- HEATFORM prevents construction mistakes often resulting in smoke trouble. It is a perfect form to guide the masonry walls (hearth to flue) to complete any design fireplace.
- HEATFORM fireplaces cost but little more. The unit consists of firebox, throat, dome, and damper, replacing some materials and labor necessary to build the ordinary fireplace.
- HEATFORM has all the good qualities of any heat circulating fireplace unit, plus these exclusive features:
  - Die-formed ribbed re-inforced firebox
  - More heating area per size unit
  - Contact of air to all heating surfaces
  - Greater air circulation and more heat
  - No exposed metal beneath chimney to rust out

The above fireplace is built around Model "A" unit. Side cool-air inlets and front warm-air outlet were used for greater heating efficiency and economy of installation. Side warm-air outlets may be used, if preferred.

The above modern corner fireplace built around Model "S" (at right) affords view of fire from front and either side. If you prefer view of fire from front and both sides, use Model "M".

Write for name of nearest dealer and FREE brochure giving complete information.

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(*) HEATFORM is the registered trademark of

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House Plan No. 67

3 for the money

simplicity

economy

livability

HERE is a plan which combines the "Big Three" of home construction. It is very *attractive*, very *practical*, and it gives you the *maximum value* per dollar invested.

The walls are made of exterior plywood with 1x3-inch strips nailed every 16 inches to give the popular box and batt effect. The wide over-hanging eaves keep out the hot summer sun and protect the house from rain damage.

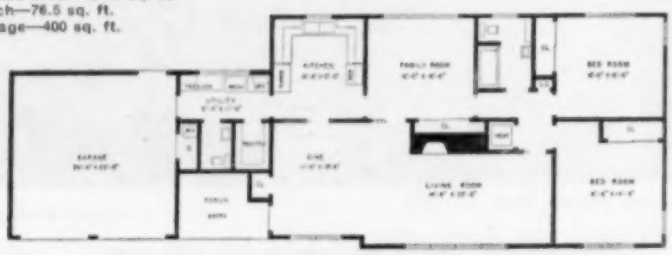
A wood-burning fireplace gives that certain atmosphere which helps make a house a home. This one, large and centrally located, not only adds to the appearance and livability of the house, but also locates a compact, efficient central heating plant in the center of the house.

The "family" room and the large utility room give extra dividends in your home because they can serve so many purposes.

A modern, labor-saving home is a real joy. If you have been planning to build, why not start now with a FARM AND RANCH house plan? Our new house plan book presents a complete selection of homes—to suit every taste and need. To order, send 50c to our Building Editor.

By PRICE HOBGOOD

Maximum length—78'-0"
Maximum width—28'-0"
Heated area—1,449 sq. ft.
Porch—76.5 sq. ft.
Garage—400 sq. ft.



Get your blueprints for plan No. 67 and list of construction materials by which you can figure cost accurately, by sending only $2 to Building Editor, Farm and Ranch, Nashville 1, Tenn. Remember to specify the plan number and give your name and address. Allow 10 days for delivery.

The Lowest-Priced Line of All!

The new 1954 Chevrolet Bel Air 4-door sedan. With three great series, Chevrolet offers the most beautiful choice of models in its field.

Yet economy is only one important advantage of this fine big Chevrolet

POWER STEERING AT A NEW LOW PRICE!

More and more people are enjoying the ease, convenience and safety of Chevrolet Power Steering. Increased production to meet this growing demand makes possible a new low price. Available on all models, optional at extra cost, Chevrolet Power Steering does up to 80% of the work for you.

We're sure you'll agree that Chevrolet's low price and low cost of operation over the miles are big advantages.

But, important as it is, economy is only one of the reasons why you'll always be glad you bought a Chevrolet. Just consider, for a moment, some of the outstanding features you get for the low price you pay.

First off, your dollars buy smoother lines and smarter styling . . . the lasting beauty of Body by Fisher. Only Chevrolet and much higher-priced cars bring you this finer automobile body.

Then, too, your dollars buy high-compression power and performance. In fact, Chevrolet has the highest compression ratio of any leading low-priced car. That means you get extra responsiveness together with money-saving gas mileage.

In addition, your dollars can buy any or all of the automatic conveniences you wish as extra-cost options. These include Chevrolet's zippy, thrifty Powerglide automatic transmission, Power Steering, Power Brakes*—and even Automatic Front Window and Seat Controls.*

Why not talk it over with your Chevrolet dealer! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Power Brakes available on Powerglide models, Automatic Front Window and Seat Controls on "Two-Ten" and Bel Air models.*

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More things more people want, that's why
MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

It's NEW! It's here!

TOP OCTANE *Sky Chief* SUPER-CHARGED with PETROX

A REVOLUTIONARY NEW GASOLINE ADVANCEMENT BY TEXACO not only delivers MAXIMUM POWER . . . but actually CUTS ENGINE WEAR!

GREATER speeds and increased stop-and-start driving brought about the need for a new kind of gasoline.

Texaco engineers worked on this problem for many months. They succeeded far beyond our early hopes. Through intensive research they developed a new petroleum-base element—PETROX—and with it have produced a *new kind* of gasoline.

Here are the astonishing facts, confirmed by more than a million miles of tests. The new top octane Sky Chief, Super-Charged with PETROX, gives you:

1. MAXIMUM POWER yet actually cuts engine wear. How? By protecting valves, valve guides and valve seats, pistons and piston rings against wear, glazing and harmful deposits. For example, on test cars using new Sky Chief, ring wear alone was reduced up to 45 per cent! *Spark plug life and efficiency were prolonged over 300 per cent.* This kind of protection means maximum driving power is delivered to your wheels where it belongs—instead of out the exhaust pipe.

2. A CLEANER, SMOOTHER ENGINE. Intake system deposits were cut down by as much as 38 per cent. This kind of engine cleanliness, with Sky Chief's top octane, means knock-free performance. From your first tankful you'll notice a new smoothness, a new responsiveness when you step on the gas; quicker starts, quicker warm-ups, faster getaways, knock-free power to spare for highway and hill.

3. VISIBLE ECONOMY. Engines die because they burn themselves out. This new top octane Sky Chief Gasoline, Super-Charged with PETROX, keeps your engine younger. That's why you get maximum power and that's how you cut down wear—and repair bills. That's why you get the extra mileage, real extra mileage that you can check on your speedometer.

All your driving becomes real *pleasure driving* when you *know* you have the extra power and extra protection of the new top octane Sky Chief, Super-Charged with PETROX. At your Texaco Dealer now.

THE TEXAS COMPANY

When Texaco Sky Chief Gasoline was first introduced in 1938, it was immediately accepted as an outstanding petroleum product and was presented as *the gasoline for those who want the best*. Through the years it has maintained this reputation.

Keeping ahead of new developments in America's automobile engine design, Sky Chief Gasoline has been constantly improved. The pledge of The Texas Company has always been to make it the best . . . and keep it the best.

New top octane Sky Chief, Super-Charged with PETROX, is now, more than ever, *the gasoline for those who want the best.*

100% *CLIMATE-CONTROLLED* in all 48 states

TOP OCTANE *Sky Chief* *Super-Charged* with PETROX

TEXACO

ON FARM AND HIGHWAY IT PAYS TO USE *TEXACO PRODUCTS*

COTTONCAST

By GERALD DEARING

COTTON GROWERS LET THE SOYBEAN producers write the price support program for cottonseed this year. The result may be that the Government will accumulate supplies of cottonseed products so great that the previous outcries against price supports brought on by the potato, egg, dairy products, and other surplus examples may be surpassed by the screams of outraged consumers against cotton and cottonseed. Soybean producers first asked that their supports be lowered from 90 to 80 percent of parity - to discourage overplanting, they said. Then they urged 90 percent supports for cottonseed. Some cotton producers thought there should be high supports. Others wanted supports proportionately lower than the soybean supports. The cottonseed supports last year were 75 percent, or 15 percent of parity under the soybean level. Because of processing economies, and in spite of the support difference, soybean oil took the market and the cottonseed oil moved into Government hands. This year cottonseed supports are the same percentage of parity as last year - 75 percent - and the average support price will be $50 a ton. With soybean supports reduced 10 percent of parity and with cottonseed prices the same, there will be no market for cottonseed products except in the Government loan.

DOMESTIC COTTON CONSUMPTION is off this year. Not because the American people are using less cotton, but because foreign countries, as their means of producing textiles increase, are throwing up trade restrictions which curtail imports from America. The result: America dropped from first in textile exports to fourth in a single year. American mills, which insist that American tariffs be maintained to keep foreign textiles out of this country, are urging that other countries loosen their restrictions so that America can export more. The upsurge of foreign textile production has resulted in the exportation of slightly more raw cotton than last year, but only in the amounts that other cotton-producing countries could not supply. America is in the role of the residual supplier, who sells only when there is no other place to get cotton. Supported high prices here permit other producers to undersell by just the margin necessary to make their cottons more attractive.

RESEARCH AND SALES PROMOTION are maintaining the markets for cotton in the face of synthetic fibers and paper and other substitutes. Research has developed new finishes for cottons, new weaves; has made them wrinkle resistant, flame resistant, able to withstand rot and mildew. Recent studies of the chemical makeup of cotton have opened new fields for the development of still newer types of cloth and finishes. Sales promotion programs, mainly through the guidance of the National Cotton Council, have placed these new developments before the public. The effects of research and sales promotion are shown in the bag market, hard hit by the inroads of paper, rayon, and burlap. The discovery of a new process will prevent the burning effect of fertilizer on the cotton bags. Now these bags can be made of print cloth, bags which have a good resale value just as do feed bags. Sales promotion can popularize their use. The combination of research and sales promotion may have saved a market.

USE OF DIVERTED ACRES IN 1955 poses a problem which farmers must give considerable study. Cotton acreage will be controlled. The same is true of wheat, rice, corn. Soybeans will be controlled if the hope of taking the cottonseed market fails to materialize. Profitable farming on limited acreage and with a curtailed choice of crops can be difficult.

FARM LEGISLATION is nearing its climax. Look for Congress to enact flexible supports, or fail to pass high supports over a veto. There will be a gimmick to keep cotton at 90 percent of parity from one to three years.

IF FARMERS INSIST, they can have higher than minimum acreage next year for cotton. The Administration will not suggest such a program, but is willing to yield to producer demands. The West may ask for more acres.

Practical Vacation Clothes

Lee Clothes combine casual good looks with work clothes wear

Lee Chetopa Twill Matched Shirts and Pants in *fade-proof* colors, and Lee Riders, the authentic, cowboy jeans, are ideal "travelers"! Sanforized, they stay fresh-looking all trip long. Buy your own Tailored Size for real comfort!

THE H. D. LEE COMPANY
Kansas City, Missouri
clothes for work and play

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How to move a swarm of bees

EVERY beekeeper finds it necessary sometimes to move bees into a new hive. Transferring from old hives that have frames is easy and simple. If the bees are in box hives or gums, however, the problem is different.

In either case, place the new hive as near the old site as possible. With frame hives, take out the frames and place them in the new hive just as they come from the old. After all frames are placed in the new hive, remove the old one and place the new home on the exact spot where the other stood —and facing the same direction. Make every effort to avoid breaking the combs, because dripping honey attracts robbers. The entire task can be accomplished in about 15 minutes.

But with box hives, one must literally tear apart the old box and tie the combs in new frames. Take the old combs out and cut to the size of the frames. Then, tie the combs, full of bees, larva, and honey, into the frames with strong twine. Handle only one frame at a time.

When the transfer is made, leave the new hive alone until bees are well settled in their new home. Where combs are tied in, it will take the bees two weeks to attach combs, cut up the strings and remove them.

—*Morrison Myers*

Moving a frame of bees can be smoothly accomplished in 15 minutes.

STOP PAIN INSTANTLY
COMBAT INFECTION
PROMOTE HEALING

WITH ANTISEPTIC

Campho-Phenique

(PRONOUNCED CAM-FO-FIN-EEK)

USE IT FOR

MINOR BURNS, CUTS SCRATCHES, ABRASIONS

Quick! Apply Campho-Phenique at once to minor burns from hot cooking utensils, hot water or steam . . . stops pain *instantly*, promotes rapid healing. The same thing happens when you use it on minor cuts, scratches and abrasions. Campho-Phenique is highly antiseptic. Wonderful for fever blisters, cold sores, gum boils; to relieve itching and to guard against infecting insect bites. Used on pimples, Campho-Phenique helps prevent their spread and re-infection.

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You get TRIPLE PROTECTION* in filtering . save money at every milking . by using *Perfection*

DUBL-CHEM-FACED Milk Filter Discs

*3 filters in 1: The TOP face, CENTER AREA, and BOTTOM FACE . . . ALL THREE filter to protect your milk quality.

WE GUARANTEE that no other milk filter pads will remove more sediment

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First in Filters

Visiting in the SOUTHWEST

By H. L. GANTZ

COURAGE, foresight, and independence of spirit still are the proud possessions of the nearly 10,000 members of the Texas and Southwestern Cattle Raisers Association, whose representatives met in annual convention at San Antonio.

According to a report given to me by Bob Nichols, our associate editor who attended the convention, this organization is truly a bulwark of democracy. It stands for less dependence on government and more of the do-it-yourself habit. It heartily endorsed and pledged its support to the American National Livestock Association in promoting the sale of beef. The national organization is attempting to weld together cattlemen's groups in 23 states to set the beef-eating drive into motion. Cooperation in this program has been promised by the American Farm Bureau, the National Grange, dairy organizations, and retail food stores.

Resolutions Passed

Cattlemen attending the convention asked in the form of resolutions that the Department of Labor set up reception centers along the border of Mexico to receive Mexican ranch labor apart from general farm labor. They also asked that manufacturers of grease containing ingredients poisonous to livestock, label their products accordingly. A resolution was passed by the membership seeking to keep others from taking advantage of the beef-buying program. The resolution insists that the real benefits of such a program reach the owners of these cattle.

Nichols reported that the association asked the Farm Credit Administration to make loans for a longer period of time on breeding herds and to consider the added value of a brood cow in making a loan.

The Texas and Southwestern Cattle Raisers Association stands at a new high position when measured in terms of members, influence, and service to its members. It is known for orderly and swift movement in all matters of concern to the cattle industry.

You can't afford a FIRE

. . . so play safe with

***CONCRETE* construction**

Too many farmers, like the one above, have found that one fire literally can "put you out of business." In a few minutes home, barns, machinery, livestock, feed supplies—even your family—can be wiped out if your buildings are not of firesafe construction.

Nowhere is firesafe construction more important than on the farm. The best way to guard against disastrous fires is to build with material that can't burn—concrete. Concrete is the farmer's preferred building material because along with firesafety it provides maximum protection against storms, decay, termites, rats.

Concrete farm improvements are economical too. They are reasonable in first cost, require far less upkeep and repair and serve for a lifetime. The result is ***low-annual-cost*** construction.

How to Get Firesafe Concrete Buildings on *YOUR* Farm

When you're planning a concrete home, farm building or improvement, call a local concrete masonry manufacturer for the names of contractors, architects or agricultural engineers experienced in concrete design and construction. They can help with your plans, tell you about local requirements and costs and show you how to get what you want with all the many advantages of concrete.

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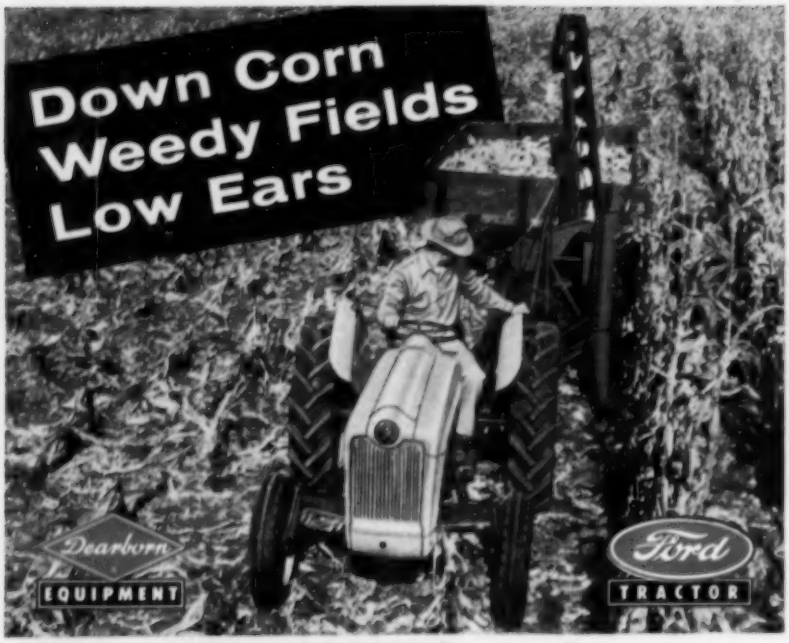

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Veterinary

Pink Eye in Cattle

By Ross Brown, D.V.M.

PINK eye, a disease that occurs mostly in summer, may affect a considerable number of animals in the herd. This disease is caused by a mixed bacterial infection and is easily spread by flies and other insects. All breeds are susceptible but it is found more often in breeds with white pigment or hair around the eyes.

The first symptom of pink eye that will be noticed is a discharge from the eye. This discharge may be clear or contain pus or blood. The skin on the face is kept moist and soiled from the discharge. Cattle will close or blink their eyes as if the light might be bothering them. The white part of the eye will first become yellow and later become red. As the disease progresses, a white area will develop in the center of the eye or an ulcer will appear. In some cases animals may become blind due to the rupture of the eye.

To help prevent the spread of pink eye all affected animals should be isolated in a dark place away from the rest of the animals. Flies should be controlled by spraying with DDT or some other approved insecticide.

A number of treatments work very well if the disease is diagnosed early enough and treatment started. Best thing is to call your local veterinarian. If you do not have a veterinarian in your community, probably the best treatment is one of the sulfa ophthalmic drugs. These drugs come in ointment, liquid, and powder forms. They should be deposited over the eyeball at least once a day (twice a day is better). The pink eye mixed bacterin works only as a treatment and not as a preventative. This vaccine may be used along with the sulfa drug. A new vaccine, superior to those used in the past, may be on the market soon.

Question and Answer Department

How can I get rid of warts on a heifer's teats?

When the cow is dry, warts with a small base may be removed with sterile scissors. Boil the scissors for 30 minutes. Clean the teat and wart with a good disinfectant. After the wart is removed put tincture of iodine on the stump. Also a 10 percent solution of oil of thuja in castor oil applied with a stiff brush or swab to the affected area is good. Use twice daily.

Selecting your herd sire

Jim Maverick of the Sunshine Ranch near San Antonio holds his silver medal bull, "Conductor of Sunshine 4th," which was bred and born at Sunshine Ranch and classed as "Very Good." The sire and dam of this bull and both of his grandams were also bred and born on this ranch. Three of his four tested daughters won silver medals for high production.

By E. E. ANDERSON
Extension Dairyman, New Mexico A&M College

THE herd sire is your key to success or failure in any dairy breeding program. If a good one, he is half the herd; if a poor one, he is all the herd.

You want a herd sire with some production records, not just a registered sire. Registration does not guarantee that a bull will sire high-producing offspring. When you look for production records, you're on the right track.

It's fine to select your prospective herd sire out of a high-producing dam. But find out if her sisters were high producers, too. If your future sire is out of a dam who was the **only** high producer in her family, he will not necessarily sire high-producing offspring. Instead, your bull's daughters will be about the same as the **average** cow in his dam's family. So try to choose a dam that is from a family of many highly productive cows.

Bulls in artificial breeding studs are carefully picked according to these same qualifications. If you practice artificial breeding, it's wise to know the pedigree of the bulls you use.

What Is a Proven Bull?

We hear a lot these days about the use of "proven" bulls as a sure means of taking the gamble out of herd sire selection. But you should understand the term "proven" bull, or you may go wrong. "Proven" doesn't always mean something good, a mark of distinction, or merit. The proving of a bull merely shows whether his daughters produce more or produce less than their dams.

You might be shocked to know that one-third of all bulls proven to date were able to barely maintain the production level of the herds where used. Also, one-third of the sires proven were herd destroyers, leaving the remaining one-third of proven bulls able to sire daughters better than their dams. This fact indicates that the bulls that are proven good are limited in number and naturally demand a price usually out of reach of the average dairyman.

If the average dairyman can't hope to own a good proven bull, what is the next best solution? Do this: Select a bull calf sired by a high-proven bull—one that is out of a good cow that in turn was sired by a high-proven bull. Thus the calf's mother will have a number of high-producing sisters, which in itself will show she is not the only good producer of her family. A combination such as this should provide a pretty safe bet that your prospective herd sire will transmit the kind of production desired.

The closer you come to these standards the more gamble you take out of the selection of a herd sire.

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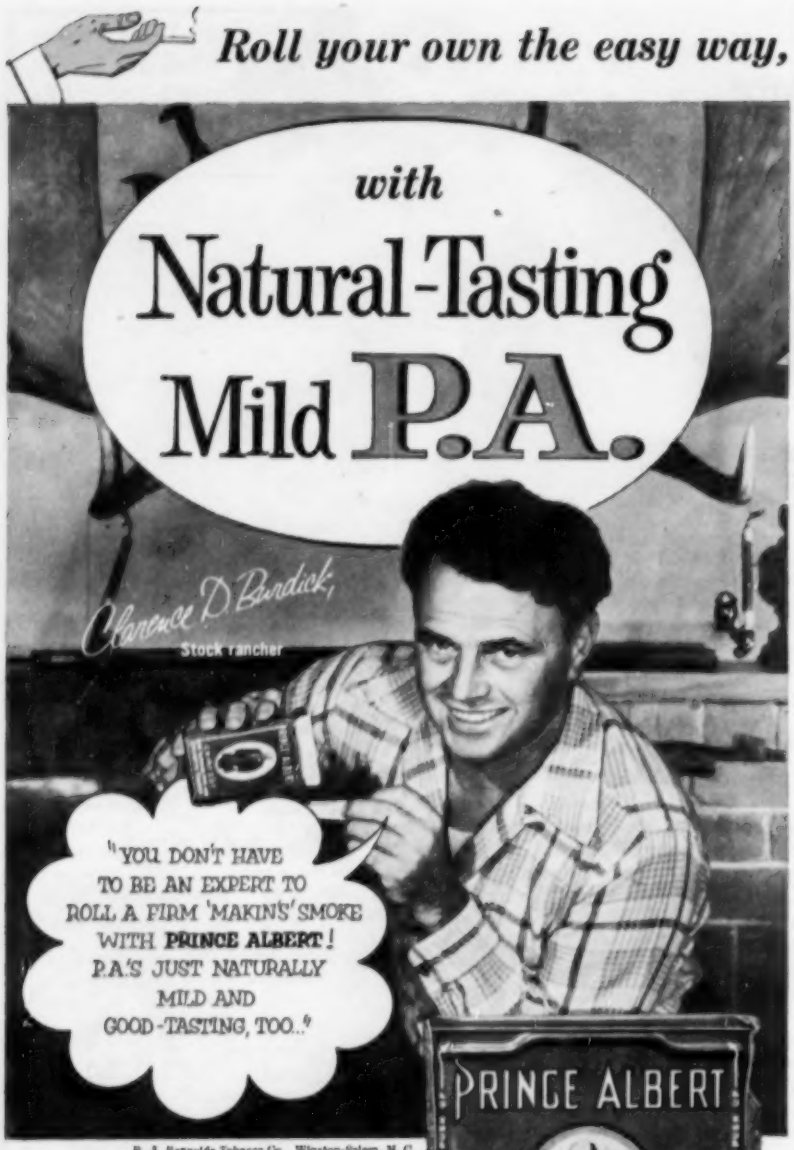

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Fully-aged, mellow-ripe...tobacco as Nature meant tobacco to be!

Specially processed to *hold* and *heighten* Nature's grown-in goodness. Crimp cut Prince Albert is easy-rolling, doesn't blow around or dribble out the ends! P.A. gives you the smoke of a lifetime!

Tune in "Grand Ole Opry", Saturday Nights on NBC

Prince Albert

AMERICA'S LARGEST-SELLING SMOKING TOBACCO!

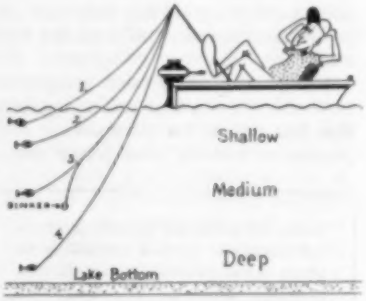
P.S.: P.A.'s perfect for your pipe, too!

By CARLOS VINSON

Deep Trolling

ED GREEN, one of Tennessee's conservation officers, is a busy man, but during his spare time he likes to fish—mostly trolling for big bass and wall-eyes.

"During the summer season you have to troll deep to get any of the big ones," he recently told us, "and the line you use means a lot in getting the lure to run deep enough and still have its proper action." Then he made a rough diagram showing the approximate depths which various types of trolling lines will troll lures. We've tested it and found that Green was just about right, and for comparison purposes, here is our own sketch of how the whole thing works out.



1. Silk trolling line.
2. Metal core line.
3. Weighted linen line.
4. Monel wire line.

Lines are 30-pound test.

Keeping Camp Food Fresh

A lot of farm folks go on camping trips during the summer months. Keeping perishable foods fresh during such trips is often a big problem. However, here is a good solution: Place the foods, especially fresh meats and butter, in a clean pail and cover with wax paper or thin foil. Place

pail containing food in the bottom of a clean burlap bag that has been soaked in cold water. Fill another clean pail almost full of cold water and fasten the open end of the burlap bag tight around the top part of the water-filled pail about even with the ears of the pail. Hang in a cool, shady place until it is time to use the food.

Mud-ball Trick for Trout

A trout fisherman that we know was having a tough time with an old lunker rainbow that had refused all of his offerings, both natural and artificial. Finally the fisherman decided to try the old mud-ball trick. He simply baited up his hook with a juicy redworm, then shaped a ball of red clay about the size of a bantam egg around the worm-baited hook. He then dangled the whole affair in the cold water near the lunker's hangout. As soon as the water melted the clay away the worm started to wiggle, and that was just too much for the big rainbow. The bait was so tempting that he swirled out and gulped it down. That night before supper time he was sizzling in the frying pan.

New Items on the Market

Evinrude Motors, Milwaukee, Wis., is introducing a 7.5 H.P. outboard motor, the Fleetwin Aquasonic. It is lightweight but will not vibrate, even when used on old boats. Important features of the Aquasonic include gearshift, separate tank, Roto-Matic twist-grip controls, safety grip propeller protection clutch, planing speed, and draft-slow trolling. And you can talk without shouting when this motor's running—it's noiseless.

A prefabricated house trailer, ideal for vacations, is being marketed by the Chris-Craft Company, Algonac, Mich. There is space for a dinette, galley, wardrobe, and berths for four. The headroom is ample for standing and walking.

Packaged as the Chris-Craft Land Cruiser Kit, it sells for $549 f.o.b. factory, without tires. Detailed, illustrated instructions for assembling are included.

FISHING CALENDAR

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
		1x	2x	3x	4x	5x
6x	7x	8–	9–	10–	11–	12–
13–	14–	15–	16–	17–	18–	19x
20x	21x	22x	23o	24o	25o	26o
27o	28o	29o	30o			

GOOD O FAIR X POOR —

New Ideas in Home Canning

by Lucina Ball

HOW YOUR FOLKS RELISH ALL THE HEARTY GOODNESS OF HOME-CANNED VEGETABLES! The deliciously sweet peas, red-and-tender beets, and wonderful snap beans that are now in season! Put up plenty while prices are lowest! At only 3¢ a jar for heat, jar and closure, according to actual surveys (based on 8-year life of jar), see what a boon to the budget!

Sm-o-o-th Sealing Recipe!

Examine your jars, discarding all those with nicks and cracks. Fill the remaining ones. Wipe jar top clean. Center Ball DOME Lid on top of jar, then screw the band firmly but do not use force.

Look for the ENAMEL Lining!

Do as millions of successful home canners do—look for the creamy-white *enamel* lining of the Ball DOME Lid! It's your assurance of *extra* protection—for that smooth, clean-looking enamel is acid-resistant! The red rubber gives a positive seal. BALL DOME-sealing is sure. YOU SEE IT —*Dome down, jar sealed.*

Which Process to Use?

Here are recommended home-canning methods for various types of eatables: *Pressure Cooker* for beans, beets, corn, meats—all low-acid foods. *Boiling-Water Bath* for fruits and high-acid vegetables, some pickles. *Open-Kettle* canning for preserves, jams, most pickles and relishes. The new Ball Blue Book describes all 3!

From A to Z . . .

From artichokes to zucchini, the new Ball Blue Book has over 300 tested home-canning and freezing recipes—plus time-tables, yields, step-by-step photos. Send 25¢ (coin) to

BALL BLUE BOOK, Dept. FR64, Muncie, Indiana

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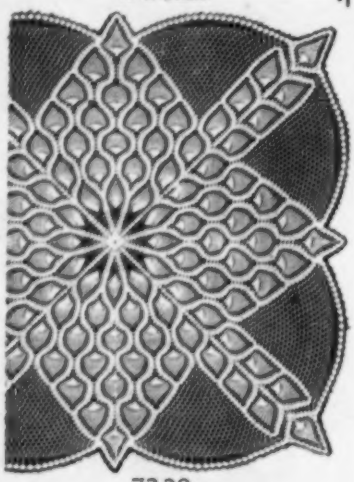
Ball — Guaranteed by Good Housekeeping

HOME CANNERS' FIRST CHOICE!

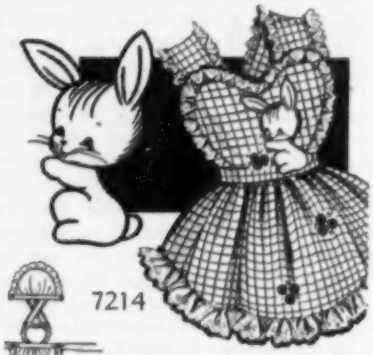
Fun for Your Needle



7228

7228—Pineapples in a striking design make such a pretty tablecloth! It's 62 inches across, with scalloped edges, novel corners. Use heavy cotton for 62-inch cloth; No. 30 cotton for 42-inch centerpiece.

7214—Cool, crisp, and so cute! Sundress has panties to match. Opens out for ironing. Transfer; necessary pattern parts; cutting charts; sizes 2, 4, 6 included.



7214

7336—A stroke of an iron—and waterlilies in combinations of orange, brown, and green decorate linens. No embroidery. Washable. Transfer of six iron-on motifs; four, 4½x3¾ inches; two, 9x4½ inches.

7021—Glamorize kitchen linens with gay motifs in combinations of red and green. No embroidery—they're iron-on! Transfer of six washable designs, each 4½x5 inches.

7190—Skirt of the season! Rows of crazy shell stitches—baby shells at the waist grow bigger toward the hem. It's easy to crochet! Waist sizes 20-22; 24-26; 28-30 inches all included. Matching stole, too.

7336

7021

7190

Send twenty-five cents (in coins) for each pattern to: Farm and Ranch, Needlecraft Service, P. O. Box 112, Old Chelsea Station, New York 11, New York. Send an additional twenty cents for Needlecraft Catalog.

YOU'LL be making some plum jelly, maybe some plum butter . . . Why not try something different and make some plum relish, too? It's migh-tee good and it will add zest to your meals.

Ripe Plum Relish

2½ lbs. plums (enough to make 3½ cups prepared fruit)
½ teaspoon cinnamon
½ teaspoon cloves
½ teaspoon allspice
⅛ teaspoon salt
6 cups sugar
½ cup vinegar
½ bottle liquid fruit pectin

Pit, but do not peel, the fully ripe plums. Cut into pieces and chop fine. Add cinnamon, cloves, allspice, and salt. Mix. Measure 3½ cups prepared fruit into large saucepan. Add sugar and vinegar. Mix well. Place over high heat, bring to a full rolling boil. Boil hard for 1 minute, stirring constantly. Remove from heat and stir in at once the liquid fruit pectin. Then stir and skim by turns for 5 minutes to cool slightly. This slight cooling before putting relish in jars prevents the fruit from floating to the top. Ladle quickly into clean, hot glasses. Cover relish at once with ⅛ inch hot paraffin. Makes 10 medium glasses.

For special, special occasions, plum conserve is a taste and talk treat:

8 cups pitted plums
1 lemon—grated peel
½ teaspoon salt
6 cups sugar
1 teaspoon cinnamon
1 cup raisins
1 cup shelled nuts

Wash, drain, pit, and measure plums. Mix plums, grated peel of lemon and salt. Boil until soft. Add sugar, cinnamon, and raisins. Boil almost to jelling point. Add nuts about 5 minutes before removing from heat. Pour boiling hot into clean, hot jars. Seal at once. — *Iris Davenport.*

"PLUM GOOD"

Coolest drink under the sun

When you're feelin' beat, 'cause you're feelin' the heat, get the best of summer with Lipton Iced Tea.

Man, oh man — there's nothing like it! Quenches your thirst . . . refreshes you through and through.

For a very good reason—Lipton's flavor is *brisk!* It's a rich, lively flavor—so bracing it gives you a lift every time.

Treat yourself to a glassful—or a pitcherful—*now!* Remember, tea—even as choice as Lipton's—costs less than any other drink except water.

New, Revolving put all foods at your

Shelves fingertips!

A simple twist of the wrist, and the back area of the Revolving Shelves is right in front.

YOU SIMPLY turn a revolving shelf, and the food you want *rides* before you. You see what you want. You pick up what you want without overturning other foods. No more fussing, fumbling, fuming.

You can widen—or narrow—the spacing between these shelves to accommodate bottles, jars, bowls and pies without removing the food *and without lifting the shelves.*

More shelf space, too!

OLD-STYLE SHELVES

NEW REVOLVING SHELVES

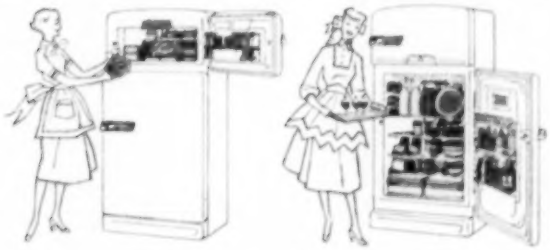
Actually 8 per cent more shelf space than in the previous corresponding model with old-style shelves.

Model illustrated holds over 12 cubic feet of fresh and frozen foods! There's a model just for your family. G-E Refrigerators are *priced as low as $210.48.* See them at your G-E dealer's. Look for his name in the classified telephone directory. General Electric Company, Appliance Park, Louisville, Kentucky.

Model LH-121L
ABOUT
$5.25* WEEKLY

**After small down payment. See your dealer for exact terms. Price of model LH-121L (illustrated) is $525.96. Prices and specifications subject to change without notice.*

Two complete and separate appliances in one cabinet!



True zero-degree freezer is built just like a floor-type freezer. Has its own separate refrigerating system. Holds 89 packages.

Automatic defrosting refrigerator section is separately insulated and is *completely* automatic. No clocks to set.

There's more shelf room than in previous corresponding models with conventional shelves. The new G-E Refrigerator-Freezer Combination gives you *more* usable shelf area in the refrigerator, *more* usable room in the freezer compartment, *more* usable room in the adjustable, newly designed Space Maker door shelves. Available with either right- or left-hand doors.

Fold-away bottle racks. Each one holds a full quart. So easy to reach. When empty, the racks fold snugly against wall.

Ice cream rack keeps ice cream at "spooning" temperature. Juice can dispenser keeps frozen juices ready for use.

Adjustable door shelves. Shelves can be adjusted up or down so that taller or smaller items may be stored.

New Mini-Cube ice tray permits you to place *more* ice cubes in a glass; cool drinks faster. Ideal for small glasses!

So dependable! More than 3,500,000 G-E Refrigerators in use 10 years or longer!

GENERAL ELECTRIC

No washday soap-no other detergent known—

NOTHING ELSE WILL WASH AS CLEAN AS *TIDE* - yet is so mild!

Millions more women use TIDE than any other washing product in the world.

Guaranteed by Good Housekeeping

NOTHING ELSE BEATS *Tide* FOR GETTING CLOTHES CLEAN!

Tests against every known kind of soap and detergent *prove* this over and over again! Until Tide was invented, it wasn't *possible* to get your family wash so clean. And today's Tide has even *more* cleaning power. *More* mildness, too. Tide is truly mild for your hands—truly *safe* for all wash colors.

NOTHING ELSE BEATS *Tide* FOR GETTING CLOTHES WHITE!

Never before Tide, was it possible to get your wash so *white*. And today's Tide has an even *greater* whitening power that gets sheets, towels, and household linens even more *dazzling* white. It's truly amazing! Get Tide today—there's *nothing* like it! (Tide is made by an exclusive *patented* formula.)

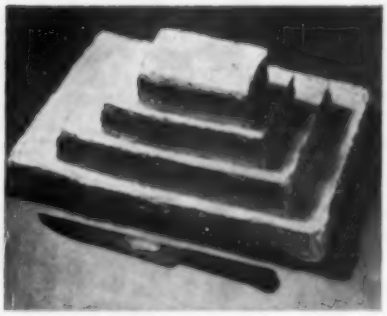
RECOMMENDED BY THE MAKERS OF 25 AUTOMATIC WASHERS!

In these automatics, nothing else will wash as clean as Tide, yet is so mild—no washday soap, no other detergent known . . . including low-sudsing products. Test after test proves it. No wonder, in *every* leading make of automatic washer, more women use Tide than *any* other product sold!

A GALA WEDDING CAKE...

...you can make

1. A day or two before the wedding bake four cakes. Place two of them side by side on a 9x12-inch thin board. With Snowy Cream Frosting fill the space between the cakes and frost the top and sides. For the second tier, frost the bottom of one whole cake, put into place, and frost the top and sides. For the third tier, follow the same procedure but use one-half of the last cake cut to 6x9-inch size. Secure with toothpicks.



2. Cut last piece of cake in half. Use one 4½x6-inch piece of cake to make the fourth tier, frosting in place with snowy Cream Frosting as with other tiers. Keep cake covered until next day.

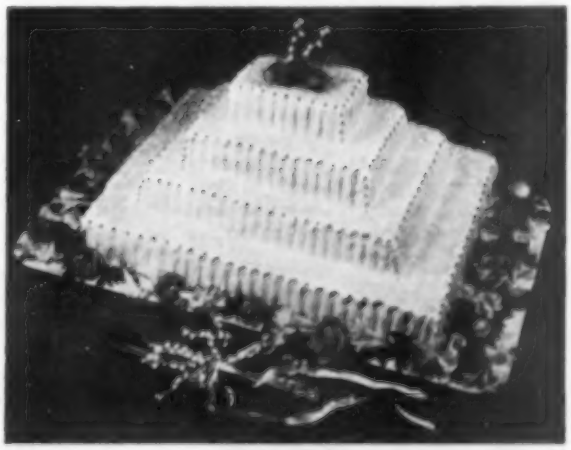
3. Use 7-Minute or Uncooked Fluffy Frosting to make outside decoration. Remove the toothpicks. Decorate one tier at a time, starting with top one. Spread frosting on top and sides of the tier; then use handle of teaspoon to make evenly spaced columns. Finish decorating with coconut and silver balls placed with tweezers. Complete other tiers in same manner.

WHAT a handsome wedding cake! And you can make it even though you're not a cake decorating expert.

The base of this cake is 12x18 inches; so use a pan 9x12x2 inches. Four cakes are needed for a four-tiered cake. Use four boxes of white cake mix—one for each cake.

If you want to use your own favorite white cake recipe, prepare four recipes proportioned to make enough batter for two 9-inch layers. You'll have better cake texture if you prepare only one recipe or box of mix at a time. Use Snowy Cream Frosting to put the tiers together and 7-minute or uncooked Fluffy Frosting to decorate the outside. We will gladly send you recipes for White Cake, Snowy Cream Frosting, and Uncooked Fluffy Frosting. Write Iris Davenport, FARM AND RANCH Magazine, Nashville, Tenn.

—Iris Davenport, Editor



4. You'll be proud to serve this beautiful wedding cake, whether you use a white cake mix or your own white cake recipe. This novel rectangular shape is also attractive in a three-tiered cake.

If you're like some women, your own "Summer Almanac" will revolve around "those days" of the month. You'll put a cross by a long auto trip, a question-mark by a week-end invitation, a definite "no" beside a swimming date.

Yet summer could mean so much more to you, if you'd only make up your mind to change to Tampax now. This internal sanitary protection does away with hot, chafey external pads...makes it possible for you to take baths and showers, even go swimming, on those trying times.

Odor, an especially acute summer problem, is prevented from forming. Disposal problems vanish. Tampax leaves no tell-tale outlines beneath lightweight summer clothes; in fact, it's both invisible and unfelt, once it's in place. And Tampax itself is so small a month's supply can be carried in the purse.

Plan now to make *this* summer a Tampax summer. Get Tampax at drug or notion counters in choice of 3 absorbencies: Regular, Super, Junior. Tampax Incorporated, Palmer, Mass.

Accepted for Advertising by the Journal of the American Medical Association

A Nap for the Young Calf

They were all doing their very best to get the young calf to take his nap.

By FRANK MARTIN WEBBER

Illustration by Lloyd J. Dotterer

PETER PAINTER was walking across a field of clover. Here and there in the clover, clumps of daisies grew. He turned the corner of a big red barn. There he saw a sight that made his eyes open wide.

The sight he saw was a rooster perched on a barn window sill, and a little black lamb jumping back and forth over a clump of daisies, and a very young calf lying on the clover the way a baby lies in its bed.

The rooster was counting out loud, "Seventeen, eighteen, nineteen . . ."

On each of the rooster's counts, the little black lamb jumped over the clump of daisies. Back and forth. Up and over. He never touched a daisy with his hooves.

The very young calf followed each jump of the little black lamb with his big brown eyes—back and forth—up and over.

"What," exclaimed Peter Painter, "is going on here?"

The rooster stopped counting, folded his wings, and cocked his head on one side.

The little black lamb stopped jumping, and flopped down on the clover as if he were too tired to breathe.

The very young calf turned his

head toward Peter Painter, and there were tears in his big brown eyes.

"I asked," repeated Peter Painter, "what's going on here?"

The lamb looked at the rooster. "You tell him."

"The young calf is being weaned," the rooster explained. "They took her mother away from her. It is now time for her afternoon nap. She will not sleep. She will not even close her eyes."

The calf opened her mouth and bawled. Tears ran down both sides of her nose. She licked them off with her clean red tongue. But more tears came.

"She wants her mother," baa-ed the little black lamb.

"She needs her nap." The rooster arched his neck and pointed a yellow foot at the little lamb. "Get up and start jumping." To the youpg calf he said, "You must listen to my counting and watch the lamb."

The lamb jumped over the daisies. The calf's eyes followed him. The rooster counted. Peter Painter watched them all.

Peter Painter began to worry. Jumping back and forth over the daisies was too much for the lamb. He was not old enough and strong enough to jump so long and so high.

Suddenly, a bird flew between the green clover and the blue sky. It perched on the edge of Peter Painter's paint-pot-tray and asked, "Do you think it would help if I sang?"

"Help what?" Peter Painter wanted to know.

"Help them put the young calf to sleep, along with the lamb's jumping and the rooster's counting."

"Why do you think what they are doing can put the young calf to sleep?"

"Why, haven't you ever heard that counting black sheep jumping over a fence puts one to sleep?"

"Well, bless my soul!" Peter Painter exclaimed. "The young calf hasn't learned to count, so the rooster is counting. There isn't a fence, so they're using the daisies. The lamb is black, so he is jumping. But still the calf is not going to sleep."

The bird shook its head. "That's why I asked you if my singing would help."

"Do try it. It might."

The bird flew to a low branch of a tree. It began to sing.

Suddenly, right in the middle of a jump, the little black lamb didn't clear the tops of the daisies. He had jumped too many times. He was too tired. He gave a low baa-a-a, fell to the ground, and lay there.

"He's got to get up!" declared the rooster from the barn window. "He's got to keep jumping."

"He can't," decided Peter Painter. "He's worn out."

"The calf has to see jumping to go to sleep."

"Then go find another black lamb," commanded Peter Painter. "This one is too tired to jump."

The rooster hopped down, and scampered off.

"He won't find another black lamb because there is not another," the bird chirped. "He will make this one get up and jump when he gets back."

Peter Painter looked down at the little black lamb. "You poor thing," he said softly, "I will fix you so the rooster won't even ask you to make another jump."

He picked up his paintbrush. He dipped it into a pot of white paint. He painted the little black lamb to look like a little white lamb, from the tip of his nose to the tip of his tail.

"Now," said Peter Painter as he put away his paintbrush, "when the rooster comes back, he won't know you."

The lamb rolled over against the calf. The calf licked the lamb's ear that was painted white. They snuggled together and went to sleep.

The rooster came back. "There is no other black lamb. This one will have to jump."

"Which one?" Peter Painter had a hard time trying not to laugh.

The rooster looked at the young calf and the lamb that was not black but was white, sleeping together snuggled up close.

"Well, I never!" gasped the rooster. "I practically counted myself hoarse!"

"But what the calf wanted," explained Peter Painter, "was to snuggle up warm and soft like she always did to her mother when she went to sleep."

"Well, I never!" gasped the rooster. "I practically counted myself hoarse!"

Peter Painter smiled at the young calf and the little lamb that was painted white. They were snuggled warm and close. Both were fast asleep. "They will still be friends when they have grown up to be a cow and a sheep," he thought to himself.

As he went away, he heard the bird singing, and it sounded very sweet.

[*End*]

▸▸▸ KIDDIES! Get your crayons . . .

Peter Painter would like you to color the pictures with his stories. Even though you have no "magic" paints like his, you can use your own crayons and make a pretty picture for your Peter Painter story-book.

RIT works wonders for color-loving lasses

dyes sweaters'n shoes

...even their glasses!

Don't be timid about tinting even prescription eyeglasses in All Purpose Rit. The plastic frames take Rit color gorgeously, but the lenses are *not* affected at all! And do try brushing Rit color on your fabric shoes next time you dip a sweater or blouse. The results will enchant you. Remember, you're *extra* sure with All Purpose Rit. That's a guarantee!

All Purpose RIT

The finest dye.. the high concentrate dye.. and only 25¢

RIT PRODUCTS CORPORATION
1437 W. Morris St., Indianapolis 6

To Get More Complete Relief from CONSTIPATION ...Take

Milk of Magnesia gives better relief than single-purpose laxatives!

Because constipation is usually accompanied by acid indigestion—and because most laxatives act on irregularity alone—you need Milk of Magnesia. It relieves *both* conditions—brings you *better* relief . . . more *complete* relief. So get Phillips' Milk of Magnesia—the best laxative money can buy.

MAKE MONEY ADDRESSING ENVELOPES
OUR INSTRUCTIONS REVEAL HOW
GLENN GLENWAY 3713 EUCLID AVE., CLEVELAND 3, OHIO

. . . On the Line . . .

AGAIN, it comes to us—this month of perfect days. We can say with Thomas Clark:

"The wealth of empires and the pomp of kings—
What could they add to make this month of days
More perfect—to a vagrant heart that sings?"

Maybe we don't have the time to be vagrant—but lovely flowers and balmy breezes beckon us to dream and drift.

Sharing

My slogan is, "If it's good, share it." In my Treasure Book I have a collection that means much to me and I like to share the treasures with others. The North Carolina Home Demonstration Federation edits and publishes an excellent news letter. Always it is filled with items and articles of interest. About a year ago they published beautiful thoughts by A. A. Argow. Farm families more than any others, I believe, can appreciate it fully:

A SUMMER CREED

I believe in the flowers, and their glorious indifference to the changes of the morrow.

I believe in the birds, and their implicit trust in the loving Providence that feeds them.

I believe in the prayer-chanting brooks, as they murmur a sweet hope of finding the far-distant sea to which they patiently run.

I believe in the whispering winds, for they teach me to listen to the still, small voice within my feverish soul.

I believe in the vagrant clouds, as they remind me that life, like a summer day, must have some darkness to reveal its hidden meaning.

I believe in the soft-speaking rains, accented with warm tears, telling me that nothing will grow save it be fertilized with tears.

I believe in the golden hush of the sunsets, reflecting a momentary glory of that great world beyond my little horizon.

I believe in the soft-falling dew, revealing the infinite spring of living waters for everything parched and withered.

I believe in the holiness of twilight, as it gives me a sense of the presence of God, and I know I am not alone. And whatever else I believe is enshrined in those abiding feelings that lie too deep for words.

Wedding Ways

Every time and country has had its wedding ways. To us some seem odd . . . but some of our wedding customs have come—altered though they are—from countries across the sea.

In Wales it was once the custom for the bride-to-be and groom-to-be to issue "bidding-letters." The "biddings" went to friends and strangers, so we are told, inviting them to come to the wedding. In the letters each guest was asked to help pay for the expenses of the wedding. We are told that usually the guests were numerous and the gifts many. Today, wedding invitations in our land are sent by the parents of the bride. The invitations are sent to a selected list with neither mention nor even a thought of expense-defraying contributions . . . No doubt, there is a hope of a gift tucked in the inner envelope of each invitation. But a wedding invitation and attendance at the wedding do not make the sending of a gift a must from social-rightness. But it is gracious to give a gift.

For You

Every day one or more letters come to me asking for suggestions, information, or material for programs and for talks for various groups . . . Thrilled I am over a booklet that I have just received. It is so interesting that you will stop everything and read it, as I did. The title is "Food in Fiction." A brief story of food and customs in the time of each of nine stories such as "Hiawatha," "Tom Sawyer," "Little Women" is given . . . and modern recipes of dishes popular at the time are included. Write me for the booklet.

Iris Davenport

FARM AND RANCH, Nashville, Tenn.

Just Between Us

"I'M SEARCHING for a good Shortening Bread recipe. If you have one, I'd appreciate hearing from you."—*Mrs. M. J. Brown, P. O., Cave City, Arkansas.*

Our June Shut-in

"I'd like to ask a favor of you JBU folks. I have a friend who is in bed most of the time. She enjoys piecing quilts. If you have spare thread and quilt pieces, or patterns, she would be thrilled to receive them. Just mail to Mrs. Floyd Tucker, Route 1, Lexington, Oklahoma."—*Mrs. Frank Kelley, Route 1, More, Oklahoma.*

Our June Birthday

"My hobby is collecting unique advertising and historical pencils from all over the world. I have over 10,000 . . . many from famous people. Have I a birthday twin? My birthday is June 28th."—*Mrs. K. Marrs, Moody, Texas.*

Twins Galore!

"I have a twin sister and twin grandchildren. My birthday is March 3. Do I have a birthday twin? My hobbies are tropical fish, parakeets, and cocker dogs. I crochet, too. Would love to hear from anyone that has my hobbies."—*Mrs. Clifton Keen, 1033 N. 10th St., Enid, Oklahoma.*

Drop Them a Line!

"I wish the JBU had more space for letters. Love to hear from all who care to write."—*Mrs. Minnie Walther, Route 4, Comanche, Texas.* "I wonder if there are any Truth Students in our JBU group. If so, please write." —*Mrs. Albert Fabbri, 2534 Tallyho Lane, Dallas 12, Texas.* "I am 81 years old, a widow and lonely. Would enjoy letters and cards." — *Eva L. Montgomery, Route 1, Caledonia, Missouri.* "Come on and fill my mailbox. My hobby is answering letters." —*Mrs. Thelma (McMillan) Bearden, Route 3, Winnsboro, Texas.* "I would appreciate a card shower for my mother, Mrs. Lee Galyean, Box No. 7, Cee Vee, Texas."—*Mrs. Joe B. King, 1309 I. North West, Childress, Texas.* "I am a shut-in with heart trouble. I sure wish I could hear from some of you."—*Mrs. G. R. Bass, 1317 Eighth Street, Port Arthur, Texas.*

for summertime...

choose
COMAL COTTONS

AT THE NEW BRAUNFELS MILL STORE . . .

Summer sun means play clothes by the score—for mom, the kids, big sis, and even dad—and the Mill Store has every summer fabric to fill your sewing needs.

BUY YOUR SUMMER COTTONS RIGHT AT THE MILL . . .

Get your cottons for summer play clothes now right at the very mill that weaves them! Just drive to the New Braunfels Textile Mills in Comal County, Texas, walk into our friendly mill store and buy all the material you want at prices you'll really like! Every yard of material is perfect! We guarantee you satisfaction—**or your money back!**

SEE YOUR PLAY CLOTHES MADE . . .

While shopping, ask about a conducted tour through our famous textile mill. You'll actually see the very cottons you want for all your play clothes being made before your eyes. See Comal Cottons' denims, ginghams, linens and prints in a glorious array of colors and a variety of checks, florals, plaids and solids—all Vat-dyed, Mercerized, Sanforized and many Wrinkle-Resistant. Buy as much as you want! There's no limit.

COMAL COTTONS RETAIL STORES . . .

Look in your phone book under "Comal Cottons" for addresses of our own retail stores in Austin, Temple and Ennis, Texas. But wherever fine piece goods are sold, you'll find New Braunfels Textile Mills season-fresh fabrics.

A PLEASANT DRIVE BY CAR . . .

The city of New Braunfels is on U. S. Route 81—28 miles from San Antonio, 48 miles from Austin.

NEW BRAUNFELS TEXTILE MILLS, INC.
"Home of Mission Valley Fabrics"
New Braunfels, Comal Co., Texas
Established 1923

New Braunfels Textile Mills, Inc.
New Braunfels, Texas

Please send me your booklet giving timely, money-saving tips on how to buy yardgoods and other information about New Braunfels Cottons.

NAME _____

STREET _____

CITY _____ STATE _____

There's Only ONE Maryland Club

In almost everything *one* product excels all others ...and in coffee, it's MARYLAND CLUB. Yet, curiously enough, MARYLAND CLUB costs *no more* to use than other less flavorful brands.

This is because MARYLAND CLUB is blended from coffees which are blessed with a *unique* flavor-richness . . . a flavor-richness which makes every pound of MARYLAND CLUB *go much farther than other less flavorful brands.* This means important savings for you in *extra cups* per pound.

This superb flavor-richness is the priceless heritage of MARYLAND CLUB and of MARYLAND CLUB *alone.* If *you* haven't yet discovered MARYLAND CLUB, do so today. You'll always be *proud* that you did.

THE COFFEE YOU'D DRINK IF YOU OWNED ALL THE COFFEE IN THE WORLD!

© DUNCAN COFFEE CO

MOTHER! School's Out!

By ESTHER PAYLER

THE school bus stops at your driveway for the last time this spring and your children come bounding forth to begin summer vacation. How do you feel about it? Do you look forward to a summer of friendly companionship with your children or do you sigh and grimly face a harder-than-usual time until the fall?

Many rural women have helped make vacations rich family experiences. Here we give you some of their ideas. You may need to change these suggestions to fit the ages of your children, the household routines, and the farm work. But these summer activities can serve as a springboard even if you do not use them "as is."

Marj makes vacation time more enjoyable by advance planning and preparation. She has more time to devote to the children, because she does extra sewing, housecleaning, and many garden chores before school closes. Then she reduces housework to the bare essentials during vacation time. Some of her short cuts are: paper napkins and plastic place mats instead of linens; seersucker and nylon clothes to reduce ironing; more oven meals and one-dish dinners to shorten kitchen time; and a well-stocked freezer—including precooked foods—for easier meal planning.

Marj finds that it is very helpful to do some good family planning of chores at the beginning of vacation time. This takes care of disputes like: "That's your work, not mine." The kitchen blackboard can be used as a simple reminder of these duties.

Nash Metropolitan

enter
SKINNER RAISIN-BRAN
"Name the Car" CONTEST
597 PRIZES IN ALL!

Just name the Car of the Future, pictured below. Print the name you suggest on a plain piece of paper or on an entry blank obtained at your grocer's. Enter as often as you please. Send your entry with your name and address and one boxtop from Skinner Raisin Bran to: Skinner Car Contest, Box 5425, Chicago 77, Illinois. *Enter today.* Contest closes midnight August 15, 1954.

. . . loaded with sweet, chewy raisins. Get it at your grocer's now. Enter contest with boxtop.

25% MORE RAISINS

Planning to build a *New Home?*

Complete building plans and list of necessary materials. Homes designed by Price Hobgood, one of the South's foremost architects. Each plan a work of art—especially suited for Southern rural living—featuring economy and comfort.

Only $2.00

WORTH MUCH MORE

Write:

Farm and Ranch Building Editor
Nashville, Tennessee

Order House Plans by Number

The entire family enjoys doing certain jobs together—for example, berry or bean picking and canning. They can have fun at such tasks, for "many hands make light work."

The chief idea of the summer plans made by Hattie and her family is to include Dad. They work out plans for all-day and half-day events. On Sundays, and as often as Dad's work permits, they carry out these plans. They explore caves, visit historic and scenic places, enjoy museums, art galleries, and libraries, have cookouts and picnic suppers. Sometimes there is just time enough for fishing or swimming in the creek before supper. The parents and children often take turns inviting guests. Another variation is the "surprise" event when only the "leader" knows the plans.

Summer vacations are ideal for project work. The FFA, FHA, 4-H, and Scout projects can give many lasting benefits. The parents' cooperative attitude while these groups are not holding regular meetings may be an all-important stimulus. These summer projects offer a valuable step toward a useful hobby or future vocation. The most successful home demonstration agent whom I have known started with a summer project in meal planning.

Nature study is a fascinating activity for summer vacations. There is so much to learn in the fields, woodlands, and streams. A few inexpensive tools can open many new horizons of nature appreciation.

Some neighborhoods make group plans for the summer. One group of farm families meets weekly for potluck suppers. They close the evening with group singing, directed by a former music teacher. Such gatherings provide fertile ground for the improvement of human relations.

Rural children have many opportunities to become self-reliant, to develop good work habits, and to learn practical skills. Certainly their cultural development should not be neglected, either. Reading aloud while performing some tasks can develop an appreciation for the classics, both prose and poetry. Well-chosen radio and television programs provide many educational opportunities.

There are comparatively few school vacations in each life. How wonderful they are when used to become better acquainted with your children.

QUESTIONS & ANSWERS ABOUT BLEACHING . . . No. 4

HERE ARE just a few interesting queries from hundreds of letters recently received from housewives. Let the Purex Laboratories answer *your* questions about any bleaching or household cleaning and disinfecting problem: Write to Home Service Director, Purex Corp., Ltd., 9300 Rayo Ave., South Gate, Calif.

1. QUESTION: "Is it true that bleach is harmful to septic tanks?"
Mrs. J. V., Scappoose, Oregon

ANSWER: No—it is generally agreed among authorities, including the Department of Agriculture, that the amount of chlorine used in normal household cleaning and laundering is **not** harmful to septic tanks.

2. QUESTION: "I have some nice *nylon* lingerie and blouses that begin to look dingy—how do I use PUREX on them safely?"
Mrs. L. W., Matheson, California

ANSWER: Not only **nylon,** but "miracle fabrics" **dacron** and **orlon,** can be bleached to sparkling whiteness with PUREX Liquid Laundry Bleach—using the same amount recommended for cotton. Just be sure the fabrics are not mixed with rayon, silk or wool, which should not be bleached with PUREX.

3. QUESTION: "Can PUREX be used for dairy utensils such as separators, milking machine units, etc.? If so, what concentration does one use?"
Mrs. I. J. K., Port Angeles, Washington

ANSWER: Farmers, dairymen and hatcheries find PUREX Liquid Laundry Bleach one of the best and most economical disinfectants. To cleanse and disinfect dairy equipment we recommend this method: Wash equipment first with warm suds. Rinse. Then add ⅛ cup of PUREX for each two gallons of cold water and apply this solution to your utensils. Let stand five minutes and rinse thoroughly.

4. QUESTION: "Which is the best way to bleach clothes—soak them, or put bleach in the washer?" Mrs. D. L., Walnut Grove, California

ANSWER: Go right ahead and add PUREX Liquid Laundry Bleach to your wash water—preferably as the water is filling the machine when, normally, you also add your detergent or soap. This method cuts down on time by eliminating the extra step. If you have a front opening machine (where you put the clothes in first) add the PUREX to a quart of water before pouring in. The point to remember is that you should never pour undiluted bleach directly on clothes. Proper bleaching every washday with pure and gentle PUREX keeps clothes dazzling white and color-bright!

5. QUESTION: "I have a great many handkerchiefs to take care of each washday—would PUREX make this washing easier, cleaner, more sanitary?"
Mrs. A. E. M., Oakland, California

ANSWER: Absolutely! To whiten and **sanitize** any cottons or linens your best bet is PUREX Liquid Laundry Bleach—this is the type of household disinfectant widely recommended by Public Health Officials. Use it to kill germs. Use it to remove perspiration odors. Use it to revive tired colors. Use it to remove stubborn stains. No other household aid has so many day-to-day uses or is so economical!

PUREX®

LIQUID LAUNDRY BLEACH

SAFE FOR: • Cottons • Porcelains • Linens • Glassware • Tiles • Linoleum • Diapers • Enameled Surfaces

Because it's pure*

*The PUREX Intrafile Process makes PUREX 99 96/100% PURE

Now in the handier, thriftier 3-PACKAGE STRIP

...the yeast that prize-winning cooks depend on. Women who win ribbons for their cooking say that Fleischmann's Active Dry Yeast is the fastest rising, the most dependable, the handiest they've ever used. And now they find it handier and *thriftier* than ever in this new 3-package strip. "Thrifty Three's" are easier to store on your shelf—they save you money every time you buy. So look for "Thrifty Three's" at your grocery store.

When you bake at home, use Fleischmann's Active Dry Yeast . . . now in "Thrifty Three's"

Ladies—LOOK!

2 Cal-Dak Tray Tables

WITHOUT COST!

You'll find 100 uses for this attractive set of 2 tray tables! • side tables • TV snacks • buffet dinners • perfect for serving summertime meals in the yard or on the porch.

Table stands 24" high—no cross bar to interfere with knees. Tray 12¾" by 17½" in beautiful color floral design. Table folds flat and tray is easily detached from stand.

2 Tables Yours for Just $6 in Farm and Ranch Subscriptions

Television

Buffets

Side Table

Patio

Sell just $6 in subscriptions to your friends. Send $6, along with names, addresses, and the amount each person paid, to Dept. JNE, Farm and Ranch, Box 1230, Nashville 2, Tenn. Trays will be shipped to you postpaid.

Renewal subscriptions count, too. However, your own personal subscription or that of anyone in your household, new or renewal, cannot be accepted.

Rates: 5 Yrs.—$2, 2 Yrs.—$1, 1 Yr.—50c

Jest 'n' Fun

Recently deceased Texan, talking to another soul: "You know, I never dreamed Heaven would be this much like Texas."

Other soul: "Son, this ain't Heaven."

Being a husband is just like any other job; it's much easier if you like your boss.

Mother: "Surely you did something besides eat at the picnic."

Bobby: "Yes, Mummie. After tea, we sang a hymn called, 'We Can Sing, Full Though We Be!' "

Mother found out the hymn was "Weak and Sinful Though We Be."

My wife reads the ads,
Decides to buy;
Advertising pays—
And so do I.

"And are you really content to spend your life walking about the country begging?" asked the lady severely.

"No, lady," answered the tramp. "Many's the time I wished I had a car."

Courtship: The period during which the girl decides whether or not she can do any better.

The pupils had all been photographed and the teacher was trying to persuade them all to buy a copy of the group picture.

"Just think how nice it will be to look at it when you are all grown up and say: 'There's Rose; she's married.' Or 'That's Bill; he's a sailor.' "

A small voice in the back of the room piped up: "And there's teacher; she's dead."

Man's eternal struggle is to keep his earning capacity up to his wife's yearning capacity.

Salesman: "Why, this machine will do half your work!"

Businessman: "Fine, I'll take two of them."

Yes, life begins at forty. Also arthritis, stomach ulcers, bifocals, belly-ache, gall bladder, colic, hay fever, toothache, and an inclination to talk continuously about the good old days.

Ice cream sodas home style

MAYBE you wish you had a soda fountain in your home . . . I'll betcha your youngsters and teenagers and their friends wish so . . . Well! You don't have to have a soda fountain to enjoy ice cream sodas at home. Tall glasses, straws, ice tea spoons, chilled sparkling water, a few flavors and fruits—and plenty of ice cream in the refrigerator or freezer are all you need . . . Then each can make his own.

General Directions: Into a tall glass put 3 tablespoons chocolate or maple syrup, or ⅓ cup crushed sweetened fruit — as strawberries, raspberries, peaches, or pineapple, add ¼ cup chilled milk and large scoop of ice cream. Then fill with chilled sparkling water. Stir. Add a straw and serve. . . . Of course, a cherry or strawberry may be used for a garnish.

The "flavor" of ice cream is often vanilla, though the choice may depend on what one likes and on the syrup or crushed fruit used.

If you want to add some richness and calories, mix a small scoop of ice cream with the fruit or syrup and milk, and mix until creamy. Some add the full scoop of ice cream and then the sparkling water.

A "cooler" won't be an ice cream soda, but it'll be mighty good . . . Put a large scoop of vanilla ice cream in a tall glass then fill with a chilled cola, root beer, ginger ale, or fruit juice. Muddle it just enough to mix the flavors slightly. Add a spoon, a straw, and a bit more ice cream . . . Tempting, indeed—refreshing and filling.

Cookies, of course, are good partners for this treat!—*Iris Davenport.*

There is nothing more tempting on a warm June day than a tall, cool ice cream soda—made in your own kitchen.

PHILCO. planned it for you . . .

PHILCO Electric Range 449

the biggest WIDEST OVEN in any full-size 40" electric range!

Choose from these smart colors for your control panel . . . *at no extra cost* . . . in three new Philco models.

IT'S the bigger, *w-i-d-e-r* oven you've always wanted! And it's yours only in the 1954 Philco Electric Range. So *wide* it holds two large Angel food tins side-by-side . . . so *big*, it bakes 20 pounds of bread . . . so *thrifty* that, at average national rates, it costs about a penny an hour to operate. And with this *wider* oven you get the handiest storage ever built into a range—a sliding rack for pans . . . door hooks for utensils . . . and a large storage drawer for pots. See the Philco *"Dream Oven"* Ranges at your dealer's now. Nine new models, three different sizes. Generous terms and Easy Payments available. *Stop in soon, won't you?*

Prices and specifications subject to change without notice

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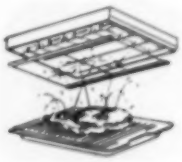

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RANGE
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We know that the summer months are your most active ones, and so we have asked our designer for patterns that will make you look more attractive, make you feel more comfortable, and most important—because they are designed with the busy farm woman in mind—will save your time and energy with sewing, washing, and ironing ease.

Send thirty cents for each pattern to: Farm and Ranch, Pattern Dept., P. O. Box 112, Old Chelsea Station, New York 11, N. Y.

4704
SIZES
14½–24½

4594
SIZES
12—20
30—42

4540
SIZES
11—17

▶ **4594**—Sew a suitcase full of separates. Misses' sizes 12-20; 30-42. Size 16 bra, ⅞ yard 35-inch fabric; skirt 2⅝ yards.

▶ **4540**—Juniors! This whirl dress bares your shoulders, cinches your waist! Jr. Miss sizes 11-17. Size 13 takes 4⅜ yards 35-inch fabric.

▶ **4704** — Youthfully styled, easy-sew dress designed for the shorter-waisted figure. Half sizes 14½-24½. Size 16½ takes 4½ yards 35-inch fabric.

▶ **4850** — Basic with flattering lines for the short, fuller figure! Half sizes 14½-24½. Size 16½ takes 4⅛ yards 35-inch fabric; ½ yard contrast.

4850
SIZES
14½–24½

9227
SIZES
10—20

▶ **9227**—Bared, billowing, beautiful! The whirling skirt accentuates your narrow waist! Misses' sizes 10-20. Size 16 takes 5 yards 35-inch fabric; ¼ yard contrast.

Gardening Cues

By LOIS SAXELBY

THIS is the time of year when you can really enjoy those plants you've been struggling with the past few months. But as satisfying as it is to watch them bring forth their blossoms and fruits after months of care, you still can't sit back. Like all living things, they still require some attention to keep up their appearance. In addition to your old gardening standbys, the spade, the hoe, and the insecticide, you'll find, I believe, that a roll of cellophane tape is a garden aid.

Have you been having trouble training a climbing bush or ivy to hold to a trellis? A simple and effective way to accomplish this is to connect the vine to the wood framework with a single wrap of transparent tape. Not only will it hold indefinitely, but it is invisible.

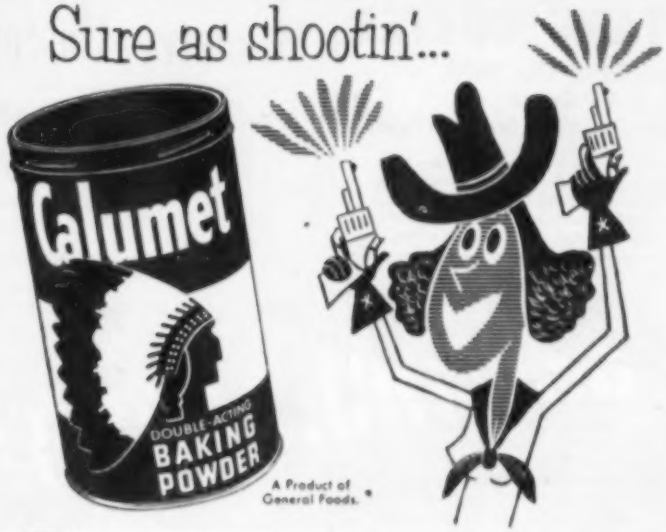
If you use a wheelbarrow in your gardening, you can be sure of a firm, slip-free grip by spiralling strips of cellophane tape over the handles. This also will protect your hands from splinters.

Don't give up hope for your favorite flowers or bushes if the stems should bend or partially break off. Prevent further damage by wrapping cellophane tape around them.

A good gardener regularly and carefully observes the condition of all his plants. If in looking over your tomatoes you should find an immature one with a split in the skin, prevent deterioration by placing a strip of tape over the split.

Train stubborn bushes or ivy to hold to a trellis by connecting vine to the woodwork with transparent tape.

Sure as shootin'...



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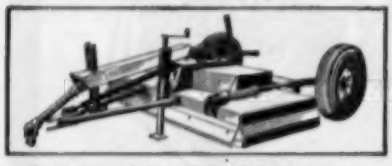
- *42" to 114" Swath*
- *Hydraulic Lift or Drawbar Types*

Here's a four chore machine for fast, thorough stalk shredding, cover crop mulching, weed and brush cutting, pasture mowing and leaf mulching. Also shred orchard and vineyard prunings.



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Country Doctor

By R. M. Metcalfe, M. D.

How to Stay Young

One day last March as I was swinging my black medical bag down the steps of the Dee home, Jasper Dee was nervously unwrapping a small package that the mailman had delivered. I was going to tell Jasper that I had just found his wife's heart disease to be better, but I could see that his attention was all on the package. He tore at some peat moss, and triumphantly held up a small dry root.

"That's Marguerite Fuller," he almost shouted, ignoring my puzzlement. "I was afraid the nursery wouldn't be able to send it, but there she is, the most beautiful daylily of all. I'll probably have a blossom or two this year, and by a year from this June at the Hemerocallis Society Show, I'll get a prize with this one."

I discovered thereupon that Jasper Dee, age 65, is probably our state's foremost authority on daylilies.

I finally got away, loaded with a handful of roots for my own garden and convinced that Jasper had discovered the secret of successful aging. **He had found a consuming interest and didn't have time to feel old at 65.**

Thanks to modern knowledge, more and more of us will be and are living to the time of old-age insurance benefits. At the turn of the century there were only three million Americans aged 65 or over. There will be seven times as many of us senior citizens by the time I reach that age.

I don't believe in retirement. I have seen too many people retired on out of this life because there was nothing to interest them when they quit their work. A person at 60 or 65 or 70 may drop some of his interests, but there ought to be others that he has been cultivating for years to which he can turn with the rewarding results of Jasper Dee.

Jasper called today to ask about my daylily plants. He is excited about the big national show next month.

The census bureau says that men of 65 have a fifty-fifty chance of living to at least age 77. I believe the daylilies have given Jasper even better odds than that.

HEADACHE RELIEF

In Few Minutes With Quick-Acting "BC" TABLETS or POWDERS

You get extra-fast relief from headaches, neuralgic pains, minor muscular aches and functional periodic pains when you use "BC" Headache Tablets or Powders. "BC" is a special combination of not just one, but *several* medically proved pain-relieving ingredients. In combination, as in "BC" these time-tested ingredients are remarkably effective—far more so than any one would be alone. Remember this important fact. Try "BC" today. There isn't anything better or faster for headache relief. "BC" Headache Powders, 10c & 25c. "BC" Tablets 10c, 25c and the economy size bottles of 50 and 100 tablets.

Here is the answer to SUMMER SLUGGISHNESS caused by constipation

Don't fool around with untried remedies. Thousands depend upon this famous formula to make them "right" again. Restore regularity . . . feel better fast with 666.

666

Housework Easy Without Nagging Backache

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slowdown of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

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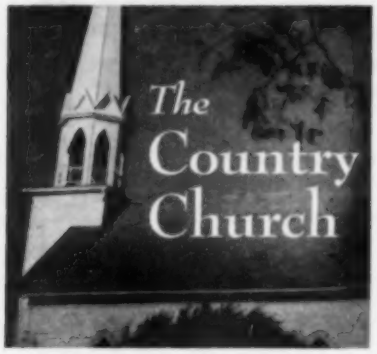

By THOMAS N. CARRUTHERS, D.D.

HOW many there are who make excuses! Someone has said that there are two kinds of people in the world—those who do things and those who offer elaborate alibis as to why they do not get them done. What excuses men offer for not participating in the spiritual life of the community: "My parents sent me to church so often when I was a boy that I got sick of it"; "There are so many hypocrites in the church"; "My business takes all my time." What excuses men offer to explain their worthlessness: "I got in with the wrong crowd"; "I never had a chance."

Very plausible excuses until we analyze them! Is the man who doesn't like hypocrites avoiding them by staying outside the church? Who chose the crowd he got in with? Is not a man's spiritual life as much his business as what goes on in his office? Many a man who never had a chance in youth has come through to an inspiring success. An officer once approached Lord Kitchener in Egypt to explain to him why he had not carried out the order given the day before. He started giving reasons. Kitchener listened for a minute and then he broke in, "Your reasons are excellent. In fact they are about the best reasons I ever heard. Now go and do it and report to me tomorrow morning that the work is complete."

The result of buck-passing is tragic. The long practice of self-deception and self-pity, the dope of alibis, explanations and shifting of blame to others, weakens our whole moral fiber. It leaves us only the shadow of what we were supposed to become.

We all instinctively admire the man who accepts the blame himself. We admire David when after his grievous wrong-doing he said simply, "I have sinned before God." There is hope for the man who says, "The fault is mine and I am sorry." We admire the Prodigal when he returned to his father's house and said only, "I have sinned against Heaven and before thee."

If you feel "old" and worn before the day's work is done, you may be suffering from the GRAY SICKNESS. It keeps millions pale, tired and weak . . . *needlessly!*

*IRON deficiency anemia has been aptly called the *GRAY SICKNESS*. Not only because its victims have lost their once healthy color, but also because life itself has become gray and drab for them. For you simply can't enjoy work or play when you have to drag through day after weary day feeling tired, weak and listless. And sleep doesn't seem to refresh you for you wake up tired.

The *GRAY SICKNESS* means your blood isn't getting enough iron. It becomes weak, thin, washed-out . . . just can't supply your body with the full supply of oxygen it needs for buoyant health and radiant color. Signs of the *GRAY SICKNESS* may be due to other causes so you should see your doctor regularly.

REBUILD STRENGTH FAST

Fortunately the *GRAY SICKNESS* responds quickly to proper treatment . . . and normal healthy color, strength and vigor return. In cases like this doctors usually prescribe an iron tonic containing many times your daily iron requirement. Each daily therapeutic dose, 6 tablets of IRONIZED YEAST, contains 10 times your daily iron need . . . and this iron is fortified with vitamin B_1. Now this iron goes right to work . . . *within 24 hours* . . . to start building rich red blood . . . the kind of blood that soon brings back your normal strength and energy . . . fills you with your old-time pep . . . brings healthy color back to your cheeks again.

FEEL STRONGER IN 7 DAYS

Actually in *just one week* you'll start to feel your old self. You'll begin to enjoy doing a normal day's work again. So get IRONIZED YEAST tablets today. They are very economical to use even when taken in maximum dosage of 6 tablets daily. Just be sure you get genuine IRONIZED YEAST.

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THE GRAY SICKNESS

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☐ NERVOUSNESS ☐ LOSS OF APPETITE
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In case after case, pain was relieved promptly. And, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

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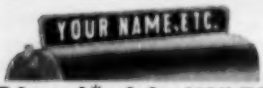
MURINE

for your eyes



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LIVESTOCK

Blood Suckers Are Profit Thieves

When cattle are busy fighting insects and other external parasites they fail to get full benefit of good pastures and are unable to make top gains. Dr. Leonard Swanson, of the Florida Experiment Station says blood-sucking pests can cause weight losses, and even death to farm animals. Some pests transmit diseases to make an extra hazard.

Hornflies, lice, mosquitoes, stable flies, and houseflies in beef cattle herds can be controlled with sprays or dips. Dr. Swanson says no satisfactory control has been developed for horseflies and deerflies. Here are his recommendations to beef cattlemen:

(1) Inspect cattle closely and often for parasites. When you find pests, spray or dip the whole herd thoroughly.

(2) If a dipping vat that has been charged with arsenicals is to be used, thoroughly clean it of all arsenic residue before reusing.

(3) While high-pressure spraying equipment or a vat will do the work more quickly, knapsack and low-pressure sprayers are effective if you are careful to cover animals thoroughly.

(4) Spray or dip animals as often as necessary to control the parasites.

Recommended Sprays:

Eight pounds DDT wettable powder, with 4 pounds BHC, 6 percent gamma isomer, in 100 gallons water.

Toxaphene, wettable 40 percent—10 pounds in 100 gallons water.

Toxaphene 42.8 percent and lindane 1.7 percent emulsion (a prepared mixture)—1 gallon in 100 gallons of water. —*Bill Kennedy.*

SWITCHING TO LIVESTOCK?

Perhaps you have met with discouragement in shifting from cotton production to a balanced farm program with livestock. W. D. Sewell of Hopkins County, Texas, had such an experience. His 400-acre farm, like most East Texas farms, was once devoted to cotton production. He shifted to livestock farming and found that his early efforts were bringing but little income on an acre basis.

This situation had to be changed. Sewell had to first give up the idea that fertilizing pastures was an expensive operation. He was using ferti-

WHEN CHILDREN SULK

—sweeten stomach to make them laugh and play again!

YOUNGSTERS LOVE THIS WONDERFUL LAXATIVE-STOMACH SWEETENER

WHEN constipation sours little tummies, children sulk and cry—often have tantrums—can't sleep or eat right. That's because sour, gassy stomach upset *makes them feel so miserable.*

That's why thousands of mothers give Syrup of Black-Draught at first sign of coated tongue, bad breath—sluggishness. Its wonderful laxative action helps sweeten *sour stomach,* too! Then children laugh and play happily again.

Syrup of Black-Draught contains pure vegetable herbs that act thoroughly, gently. No harsh griping! Brings comforting constipation relief *overnight*—thus helps sweeten sour stomach. Tastes so honey-sweet children love it. Over 18,000,000 bottles sold.

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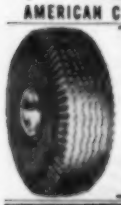

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lizers, but too little. He now uses as much as 500 pounds per acre and considers it his best investment.

Sewell's interest is divided between good Jersey cattle and high grade Herefords, a number being registered animals. He has a Grade A dairy and milks 30 cows. He keeps from 30 to 50 head of beef cattle, frequently selling young registered bulls to his neighbors and farmers in adjoining counties. "Farmers of East Texas have learned they can't make a profit with scrubs," said Sewell.

—*Frank A. Briggs.*

ANIMAL FATS IN LAMB FEEDING

A surplus of low priced animal fats has created an interest in their value as a supplement in fattening lambs. The Texas Experiment Station has demonstrated that introducing from 5 to 10 percent of animal fats into the feeding ration for lambs, increases gains and profits. By feeding 5 percent of animal fats, gains per hundred pounds were $1.33 cheaper than with lambs where no animal fats were used. The station reports that the greater rate of gain resulted because of an 11 percent increase in feed efficiency. The inclusion of 5 percent animal fat in the feed increased the cost of feed $3.50 per ton, but the rapidity of gain and the consumption of less feed made the use of animal fats a profitable operation.

PHOSPHORUS TESTS AT KING RANCH

Experiments over a four-year period on the King Ranch in South Texas have demonstrated the importance of phosphorus supplements for range livestock. The tests, conducted by the Texas Experiment Station and the USDA Bureau of Animal Industry, have shown that minerals may be a controlling factor in livestock production in the South. Cows receiving phosphorus supplement either in their feed or water, or through fertilized pastures, produced larger calf crops and heavier calves at weaning time.

Results of the King Ranch tests were compared on the basis of net returns from range cows for each acre utilized for pasture. One group of cows receiving bone meal in self feeders returned $16.91 per acre compared with $13.91 for cows receiving no phosphorus supplement. Another group given disodium phosphate in a controlled water system returned $20.39 per acre, while a group receiving their phosphorus through fertilized pastures returned $19.97.

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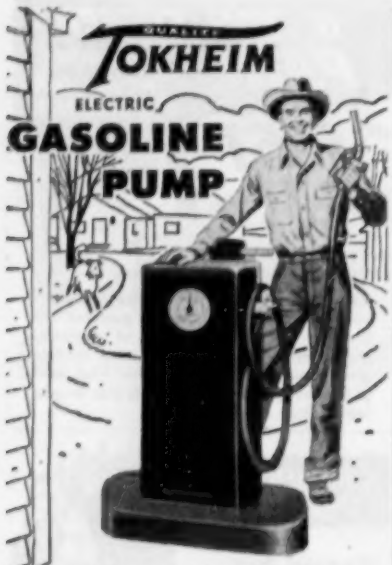

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DAIRYING

Lesson in Silage Value

When milk production from 13 cows drops from 4 to 2½ cans a day, there's reason to wonder why. Stokes A. Chism, grade "A" dairyman of Lowndes County, Miss., knows why this happened to his cows. The tractor he used in feeding broke down, causing him to stop feeding silage for a period of three weeks. Production went back to four cans a day soon after he began feeding silage again.

Chism had 120 tons of baled oat silage this year. He'll have more next year, and as he puts it up (in bales) he will cut the strings on each bale. That way he can fork the forage out of the silo when his tractor balks.

More Milk Per Cow Per Year

If at no extra cost you could increase milk production 1,390 pounds per cow in the next four years, how fast would you grab at the opportunity? N. D. Presley, Jr., of Sullivan County, Tenn., did just that with his herd of 40-odd cows, and upped butterfat production by 81 pounds per cow as well. He credits half the increase to improved breeding—half to better management. Here is his four-year record:

DHIA Year	Milk Production Per Cow	Fat Per Cow
1949-50	7,027	292
1950-51	7,936	334
1951-52	8,217	356
1952-53	8,417	373

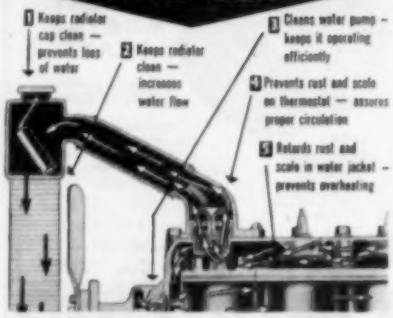
Irrigating Dairy Pastures

In Tennessee Experiment Station tests, pasture mixtures of alfalfa, Ladino clover and orchard grass have shown profit-making response to sprinkler irrigation. For three years, the scientists added water to 13 inches above normal summer rainfall. And the average milk increase over unirrigated pasture was 56 percent. They got 4,501 pounds more of 4 percent milk per acre for a return above irrigation and feed costs of $99.68 per acre. (During dry 1953 they added about 20 inches of water to get content 13 inches above normal.)

Practice What They Preach

Farm people at Sullivan County, Tenn., are proving that people will drink more milk if it is offered them. At their County Agricultural Planning Meeting (held at a hotel where coffee is usually served) the farmer

Stop Overheating 5 Ways with Sola-Cell



Sola-Cell stops overheating by keeping the cooling system of tractors, trucks, autos and stationary engines clean and free of rust and scale. This means that you not only avoid costly delays and expensive overhauls, but a cooler engine means better performance and lower operating cost.

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officials asked that milk be served. An announcement was made at the beginning of the meal that anyone wanting coffee could have it—"Just tell the waiter." Two asked for coffee; the others (about 100) drank milk.

More Milk From Less Grain

The branch dairy experiment station at Lewisburg, Tenn., has been breeding for high production under low grain feeding with full feeding of good forage. Over a quarter of a century the average increase in production per cow has amounted to 3,000 pounds of milk. Sires have been selected for their inheritance for high milk production (rather than for total butterfat) to help meet the change in market demand. Since the artificial breeding associations have become available, the experiment station makes use of these stud sires to meet its requirements. Poor type cows—those too small and those producing less than 7,000 pounds of milk—are promptly culled.

All Roughage From Silage

The substitution of hay for half the silage fed a herd of Tennessee milkers did not affect the output of the cows. Two herds of high-producing Jerseys were used in this test, which extended over a two-year period. The silage fed both herds consisted of orchard grass and alfalfa. The hay substituted as half the roughage diet in one herd was cut from the same crops. This test indicates that silage can meet the roughage requirements of cows without the addition of hay.

IMPORTANT EVENTS IN THE SOUTHWEST

TEXAS

June 3-5—American Cotton Congress, Corpus Christi.

June 8-10—State 4-H Round-Up, College Station.

June 13-15—Texas Cottonseed Crushers Association Convention, Houston.

June 16-19—State Championship High School rodeo, Hallettsville.

OKLAHOMA

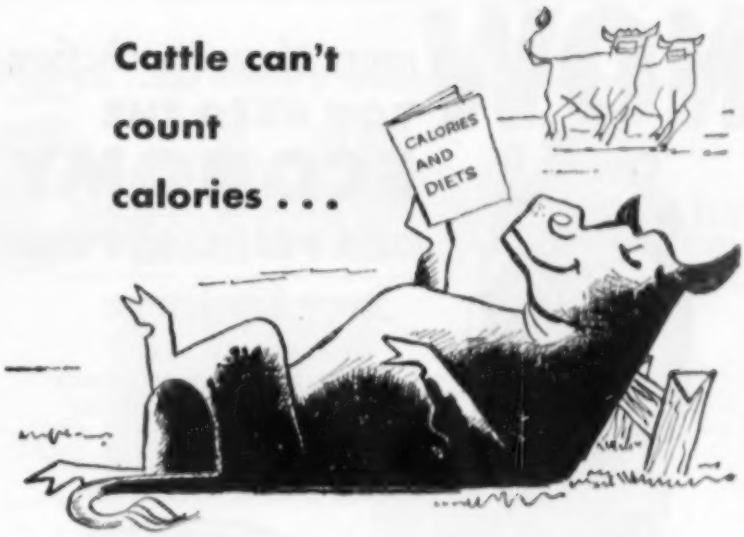
June 1-4—State 4-H Round-Up, Campus, Stillwater.

June 8-10—Southern Forage Crops Improvement Conference, Campus, Stillwater.

NEW MEXICO

June 7-8—Cotton Ginners' Association Convention, Ruidosa.

Cattle can't count calories . . .



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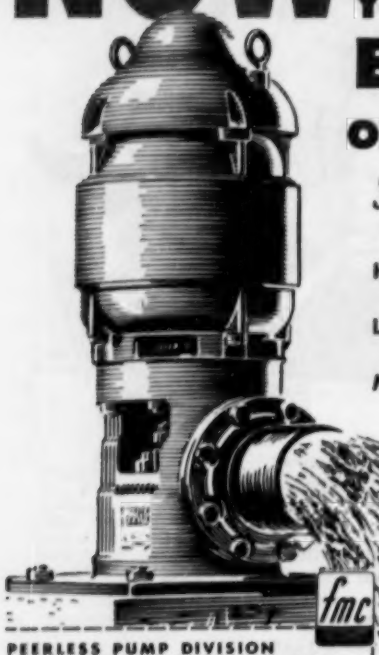

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Write Farm & Ranch Building Editor, 318 Murfreesboro Rd., Nashville, Tenn.

CROPS AND SOILS

East Texas Growers Organize

A move to take advantage of the fine, natural resources in East Texas for fruit and vegetable production to provide the small farmer with added income was launched by East Texas agricultural leaders in Tyler recently. This program is being promoted by the East Texas Chamber of Commerce, the East Texas Agriculture Council, and the bankers of this area in cooperation with the Texas Extension Service. It is not the type of program that can be successfully launched in one year, but will expand to meet the demand. The idea advanced was the need for expanding both production and processing to the point that East Texas will become widely known as a marketing area.

For East Texas farmers who have had no previous experience in producing quality fruits and vegetables, advice of specialists will be available. They will visit communities during both growing and harvesting seasons and will instruct in the art of production, fertilization, and irrigation, and also will stress grading and packing with particular emphasis on quality. Early production of various vegetables in other areas will be watched in order that East Texas growers may regulate their acreage.

Interest in developing the fruit and vegetable industry in East Texas is widespread and will be carefully followed through by horticulturalists and agricultural leaders.—*Frank Briggs.*

ANOTHER SOURCE OF NITROGEN

Demonstrations in Missouri, Kansas, Nebraska, and other midwestern states have proved urea as effective as any other form of nitrogen fertilizer. Its advantage is that 100 pounds of urea contains 45 pounds of pure nitrogen, a higher concentration than any other solid-nitrogen fertilizer. Hence, less fertilizer per acre is required.

Urea fertilizer comes in the form of round grains treated with a fine powder to prevent caking. This permits it to be used in any fertilizer spreader. It has been used as a liquid fertilizer when dissolved in water.

Urea, a compound of ammonia and carbon dioxide, is one of the products of anhydrous ammonia plants. It is estimated that approximately 500,000

tons of urea will be produced in 1954, adding materially to the available supply of nitrogen.

SELL QUALITY IN VEGETABLES

Vegetable quality depends in large degree on the stage of maturity at which the crop is harvested. The farmer who has the knack of harvesting at the right time puts quality produce on the market. When it is juiciest, sweetest, tenderest, and at peak of vitamin content is the right time to harvest for highest profits.

Green beans are of highest quality when they are very young and tender, but harvesting before they have developed to a reasonably large size results in smaller yields and higher costs of harvesting and handling. Strike a medium. But harvest beans before they become fibrous and lose their *moisture content.*

Moisture content is especially important with some crops. From the time seed can be separated from the hull, cowpeas lose approximately 2.5 percent of their moisture content per day. Fordhook lima beans lose 1.3 percent per day. As moisture content drops, weight and quality go down.

English peas and sweet corn increase steadily in sugar content as they develop to top quality, but sugar content goes down rapidly and starch content rises rapidly after the maturity point. These crops should be harvested when their sugar content is highest.

To turn out high-quality vegetables harvest when the yield is satisfactory and crop texture, sugar, protein, moisture, and vitamin content are at the stage of highest taste appeal. No amount of processing after harvest can provide quality.—*Clyde Beale.*

• • •

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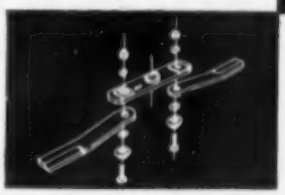
The Lift Type Bush Hog (5 ft. swath)

*Patent No. 2634571 covering the Bush Hog Rotary Cutter, Owned by Lawrence Bros., Inc., Selma, Ala., will be strictly enforced to prevent duplication of this cutter.



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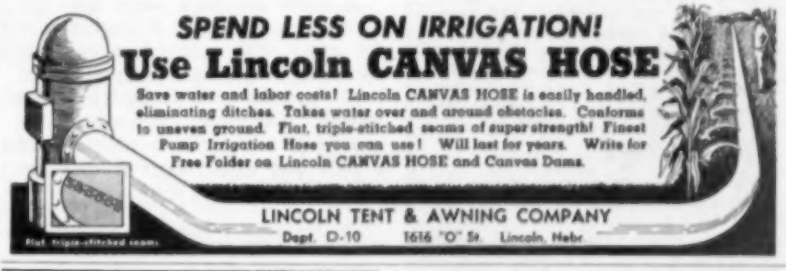

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TOTAL FEED COST	$330.00	$280.00	$260.00

Based on current costs, this chart shows how you can SAVE $50 feed cost per 100 chicks during their first year of life—even with *purchased* grains—through the economical Evergreen Feeding Plan. You can save $70 feed cost per 100 chicks the same way by using *home-grown* whole grains!

Full-Size Eggs in 5 Months!

Up to six weeks of age, feed your chicks Startgrolay alone. Then start feeding them more and more grain by itself in the evening—to supplement the Startgrolay they've eaten during the day—until they're eating equal amounts of grain and Startgrolay by the time they start laying. Enjoy big savings in feed cost plus *all the eggs* your hens were bred to produce . . . with the Evergreen Lifetime Feeding Plan!

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Please send FREE information on how to save $50 feed cost per 100 chicks first year of life.

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POULTRY

Lights for Broilers

Should all-night lights be used for broilers? Some feed dealers and growers say yes, some say no. What are the facts?

Lights are used with laying hens in the fall and winter months to increase egg production. The light rays absorbed through the eyes affect the pituitary glands, which in turn stimulate the egg organs. There is no such stimulating effect, however, on the growth of chicks. Experiments have often shown no improvement on the rate of growth of broilers when they are given all-night lights.

There does seem to be some difference, however, in hot weather. While there may not be any stimulating effect on growth, it is possible that the chicks do not eat as much in the hotter part of the day; then during the cooler night hours they make up the difference by eating and drinking. Thus it **appears advisable to use all-night lights for broilers during the summer months.**

Many growers use lights on their broilers throughout the year. They say that it prevents crowding, the chicks spread better and are less inclined to pile up in a corner. This is certainly an advantage, but there is a disadvantage in that if there is a power interruption the chicks may become frightened at the sudden darkness, stampede and pile up in a corner.

If lights are used, dim lights are all that are necessary. A 25-watt bulb for every 400 square feet of floor space is plenty. Remember, the light itself has no stimulating effect on growth. Therefore, only enough is needed for the chicks to move around a little and drink water if they become thirsty and eat if hungry.

PLACE FEEDERS AND WATERERS ON STANDS

I visited a broiler house recently—a new house where the farmer was growing out his first lot. The chicks were nearly 3 weeks old and I noticed that the feeders had many shavings mixed in with the feed. The waterers (he was still using the gallon founts) also had a lot of shavings and dirt in them.

This could have been prevented by having the feed troughs and waterers on low stands 2 to 4 inches above the litter. The stands commonly used are of several types, but are simple and easily built of lumber.

No Other Sprinkler ever built has all these features:

- **NO SPRINGS** — Revolutionary new driving mechanism eliminates springs. This means long life.
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The first week or 10 days it is better to use 12-inch boards flat on the litter. Place the feed troughs and waterers on the boards and it will keep most of the litter out of them.

To get good feed efficiency in growing broilers it is very important to keep the feed and water clean. The more you can get the chickens to eat, the faster they will grow; and the faster they grow, the less feed it will take for each pound of gain. The chickens won't eat as much if the feed is mixed with litter and filth.

There is also the matter of sanitation. Plenty of clean feed and clean water is no guarantee that there will be no disease outbreaks, but it helps. The old mortar-box feeder idea, in which the chicks got right in on top of the feed, had its day three years ago. It was soon discarded because it was found that feed consumption was reduced, resulting in slower growth and poorer feed conversion, not to mention possibly heavier mortality from disease.

Place the feeders and waterers on stands to get them above the litter. It will mean cleaner feed and water, which should help to make bigger and better broilers.

POULTRY TIPS FOR JUNE

Open up the laying house on all four sides. A shed is all the hens need in hot weather.

Hen cage operators have found that a sprinkler system on the roof helps in getting more eggs on hot days.

Vaccinating day-old chicks with bronchitis and intranasal type vaccines may prevent those colds that are so common in growing broilers.

Have a cull pen in the laying house where culls may be placed until marketed.

Every pen should have a catching hook for removing a cull whenever one is spotted.

A good poultryman spends a lot of time in his chicken house and is always looking after the comfort of his birds.

One of the first danger signals is a drop in feed consumption. Don't wait, but do something about it.

Provide more water for the hens on hot days. Use tubs or extra water troughs.

After eggs are washed in warm water with a detergent, dry and cool them quickly with an electric fan.

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"*Keeping Cage Layers for Profit*" is the title of this new K-S booklet.

It was written by W. J. "Bill" Moore, who resigned in March as Extension Poultry Husbandman of Texas A. & M. College to take charge of Hy-Line Customer Service in the state.

Announcing the new publication, K-S president F. W. Kazmeier said: "This is a practical, how-to-do-it booklet presenting the latest and most authoritative information on cage layers. Bill Moore has done an outstanding job on this much-discussed subject."

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W. J. "Bill" Moore, left, one of Texas' best-known poultry experts, shows his latest poultry booklet — "Keeping Cage Layers for Profit"—to F. W. Kazmeier. Moore joined Kazmeier-Sherrill Hatchery, of Bryan, in March to take charge of Hy-Line Customer Service, after serving seven years as Texas Extension Poultry Husbandman. "Mr. Kaz" was himself the *first* full-time Texas Extension Poultry Husbandman back in 1918.

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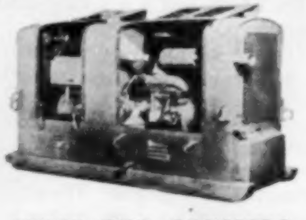

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$200 MONTHLY POSSIBLE Raising Earthworms! Backyard, garage, basement. Complete, illustrated booklet explains raising, feeding, packing, marketing. 25c postpaid! Ozark Worm Farms-W, Willow Springs, Missouri.

FISH WORMS (Red) 500, $3.00 postpaid. Groves Howell, Sneads, Florida.

FALSE PLATE RENEWAL AND REPAIR

ENJOY NEW PERFECT-FIT DENTURES with amazing new feather-weight LuPont plastic. Low as $15.95. Comfort, fit guaranteed. Facts free. Write Clinical Dental Laboratory, 125 W. Hubbard, Dept. C-466, Chicago 10.

HOBBIES

FREE! LeatherKraft Catalog FREE! Write Box 3071, (Use Little 2c postcard!) Tandy Leather, Tulsa, Oklahoma.

OIL & URANIUM DETECTORS

$10,000 GOV'T REWARD—Uranium discovery. Is there oil or uranium on your land? Send 25c booklets. Atomic Instrument Company, St. John, Kansas.

STAMPS

PICTORIAL PACKET—Triangles, Bi-colors, etc.—10c! Approvals. Cole, 43-D Rinewalt, Buffalo 21, N. Y.

FIRST U.N. SET. Among World's Prettiest. Only 10c. Approvals. Welles, Box 1246-FR, NYC 8.

VENETIAN BLIND TAPE

RETAPE YOUR OWN BLINDS and save $1.75 on each average size blind. White cotton tape for 2-inch slats 18c per yard. Send cash with order. We pay shipping charges. C.O.D. orders accepted. Paris Venetian Blind Co., 1458 N. Main St., Paris, Texas.

WANTED TO BUY

WATCHES WANTED. Any condition. Also broken jewelry, spectacles, dental gold, diamonds, silver. Cash send promptly. Mail articles. Satisfaction Guaranteed. Lowe's, Holland Bldg., St. Louis 1, Mo.

WANTED—Old correspondence—stamped envelopes and postmarked letters dated or written before 1890. Highest prices paid. Free buying list and information. B. Ball, 1135 du Pont Bldg., Miami, Fla.

TO $10.00 LB. PAID. We buy 200 different roots, herbs, Milkweed, Catnip, etc. Write Herbco 456, Medina, Ohio.

TOBACCO

POSTPAID CIGAR CLIPPING ground ready for pipe or cigarette, 6-pound box $2.35, samples 10c. Write for prices on Natural leaf. William Crews, Dresden, Tennessee.

Classified Advertising

Cash with order. No advertisement less than ten words accepted. Count each initial and whole number as one word. Orders, cancellations, or changes in copy must reach Nashville office 20th of second month preceding month of issue.

Classified Display

(Bold Type and Illustrations)

Classifications eligible: Pets, Farm Machinery, Livestock, Nursery Stock, Seeds and Plants, Photo Finishing, Poultry. Display classified advertising confined to column width except Livestock, Poultry, Nursery Stock, which may be 2 columns wide. Cash with order except from recognized advertising agencies.

RATES BY EDITIONS

	Per Word	Display Classified Per Inch	Circulation
Southwide	$0.70	$165.00	1,290,000
Upper South	0.28	42.00	460,000
Lower South	0.25	37.50	450,000
Western	0.22	33.00	380,000

Beauty for Your Home

● LORD'S LAST SUPPER, world's best loved painting, in full color on 10 in. white plate. 23-K gold leaf border.

● INSPIRATION PLATE. An impressive portrayal of Christ. Full color on a 10 in. fluted plate. 23-K gold leaf border.

● CHILD'S PRAYER PLATE expresses the deep and moving faith of a child. Full color on 10 in. fluted plate. 23-K gold leaf border.

YOURS WITHOUT COST!

Earn these plates, plus 2 WALL HANGERS—FREE, by selling only $5 in subscriptions to Farm and Ranch.

Send $5, along with names, addresses, and the amount each person paid, to Dept. JNE, Farm and Ranch, Box 1230, Nashville 2, Tenn. The plates will be shipped to you postpaid.

Renewal subscriptions count, too. However, your own personal subscription or that of anyone in your household, new or renewal, cannot be accepted.

Rates: 5 Yrs.—$2, 2 Yrs.—$1, 1 Yr.—50c

Straight Talk

by Thos. J. Anderson

SOME dairy state congressmen, infuriated by Benson's slash of dairy price supports, are switching their support to the Eisenhower Administration's proposed flexible price support program.

After many years of fervid support of the principle of high rigid supports for all basic farm products, these statesmen have decided to switch to flexible supports, on a what's-sauce-for-the-goose-is-sauce-for-the-gander basis. Since dairy farmers have lost their high supports, so should other farmers, they reason. The principles of these congressmen are also flexible.

The lower support prices—and the corresponding reduction in butter prices—increased consumption some. But not nearly enough. In fact, the new low prices will not move all the present dairy production, much less reduce government surpluses. And government surpluses of dairy products will continue to increase. Why? First, because the industry priced itself out of the market. And second, because the industry looked to the government for protection instead of looking to its own ingenuity in increasing its markets and modernizing its marketing system.

Even at the new "low" butter price of 69 cents a pound, most of us still eat margarine. There's still more difference in the price than there is in the product. In fact, good margarine tastes better than poor butter. The taxpayers of this country should not continue to be forced to pay taxes for the government to buy butter to store in order to keep the price up just because dairymen produce more than they can use.

Coal miners are also pricing themselves out of the market. The union racketeering in the mining industry has been a big factor in the coal industry's loss of many customers to gas, oil, and electricity. John L. Lewis' answer to that is not more work and more production for the same pay, in order to make prices more competitive. His answer is a three-day work week! More pay and more benefits for less work.

It's hardly feasible, as some suggest, to do away with all subsidies. But, generally speaking, subsidies should be used as a temporary expedient only, and to encourage production of needed materials, not over-production with unwanted surpluses.

We think the American National Cattlemen's Association is on the right track. They're launching a big-scale promotion selling the idea of beef as a high protein food. These cowmen have figured out that in a long-range battle for their own economic salvation without government subsidies, beef consumption can be doubled in this country in 10 years. Right here in the United States, particularly among children in large families, among pregnant women, nursing mothers, and in the old-age groups, it's been found that there are millions who don't get enough protein.

Protein is vital for the daily growth and repair needs of the body. Beef, along with milk, poultry, eggs, lamb, pork, and fish, is rich in proteins. Selling Americans on eating more protein will not only help the beef industry but the other high-protein foods. Doubling beef consumption might also double the millions of bushels of corn, barley, wheat, cottonseed and soybean meal, hay and oats (a total of about 1½ billion dollars) which are used each year to produce the beef we now eat.

That's the right ticket. Self-help. Resourcefulness. A program geared to *selling* instead of to surpluses. A plan for increased *consumption*, instead of storage. More power to the cowboys.

THE Nation's broiler industry has been practically taken over by the South. Of the Nation's first 10 broiler-producing states, eight are southern.

You don't realize the full significance of what poultry has done for the South until you think about all the feed, equipment, housing, hatching eggs, etc., required for growing these birds by the millions.

Take Arkansas, for instance: It's estimated that in the two top broiler counties, Benton and Washington, about 60 cents out of every dollar that goes through the cash registers comes directly or indirectly from the chicken business.

After reading our April editorial about the development of the South since Henry Grady's day, Mr. J. B. Hill, a reader in Tate, Ga., wrote us commenting that the famous Georgia editor would be amazed if he were alive to see what the broiler industry has done to that area of the South. Reader Hill pointed out that there are, perhaps, fewer tenant and renting farmers in that immediate section than any other in the country. And that the chicken house compost has made 100-bushel-to-the-acre farms out of those red hills which at one time produced 25 to 30 bushels of corn per acre.

What are the secrets of the South's success in the broiler industry? Mainly climate, and the know-how to produce and sell a quality product.

The fast-diversifying South is rapidly forging to the front in livestock too. The New South is a land flowing with milk, meat, poultry—*and* honey.

"We must have the courage to stand against undue government paternalism and the cowardly cry that the world owes me a living. Nobody owes us anything for crops we do not grow, goods we do not produce, or work we do not do."—Secretary Benson.

The only suds with BLUE-MAGIC WHITENER!

...washes clothes so clean, so white

YOU DON'T NEED BLUING OR BLEACH

First and only washday detergent of its kind!

What's so new—*so wonderfully different* about blue CHEER? The secret, gals, is CHEER's amazing Blue-Magic whitener—an *exclusive* Blue-Magic whitener that whitens your whites, brightens your colors in the newest, most modern way.

Radiantly white washes without bluing or bleach! CHEER with its Blue-Magic whitener washes clothes so wonderfully white, you'll never need bluing again. What's more, except for stubborn stains, you don't even need to bleach. Yet, CHEER is so safe for colored washables.

See the proof in your washer!

CHEER's magic blue granules snap into action-packed white suds that wash your clothes so clean, so white you don't need bluing or bleach!

Great for both automatic and conventional washers

Guaranteed by Good Housekeeping

Procter & Gamble's

cheer

The one and only

BLUE-MAGIC SUDS

Change to CHEER for dishes, dairy utensils, too!

Glasses, dishes, dry "twinkle-clean"—without wiping. New CHEER helps prevent formation of milkstone on dairy utensils. And CHEER is so m-i-l-d on your hands!

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CRISCO HAS NEWS FOR ALL WHO LOVE...YET FEAR FRIED FOODS!

Crisp, light, **Crisco-fried** foods are so digestible you can eat 'em 7 days a week!

Yes, medical tests prove it! Tests by leading doctors and nutrition experts show you can eat Crisco-fried foods every day in the week without a worry. In fact, they *prove* that foods fried tender and light in Crisco are as completely digestible as if baked or boiled!

You'll love the delicate flavor of veal chops fried crisp and brown in Crisco! And you'll find that *all* Crisco-fried foods taste as light as they look—and are easy as easy to digest!

Crisco is whiter, fresher, sweeter than any ordinary frying fat! It's completely different—*entirely* vegetable. Unlike ordinary fats or drippings, Crisco has no grease taste to "heavy-up" fried foods. So use pure, sweet Crisco—then fry away and fear no more!

RECIPE

Crisp, brown, delicious!

CRISCO'S BREADED VEAL CHOPS

Coat chops with salted flour. Dip in egg beaten with 2 tbsps. water, and then in bread crumbs. Melt ½ cup Crisco in 10" frying pan. Brown both sides over medium heat. Cover pan and cook over low heat 20 to 30 minutes or until tender. Serve with fried apple wedges and mint or currant jelly.

use Crisco

IT'S DIGESTIBLE!